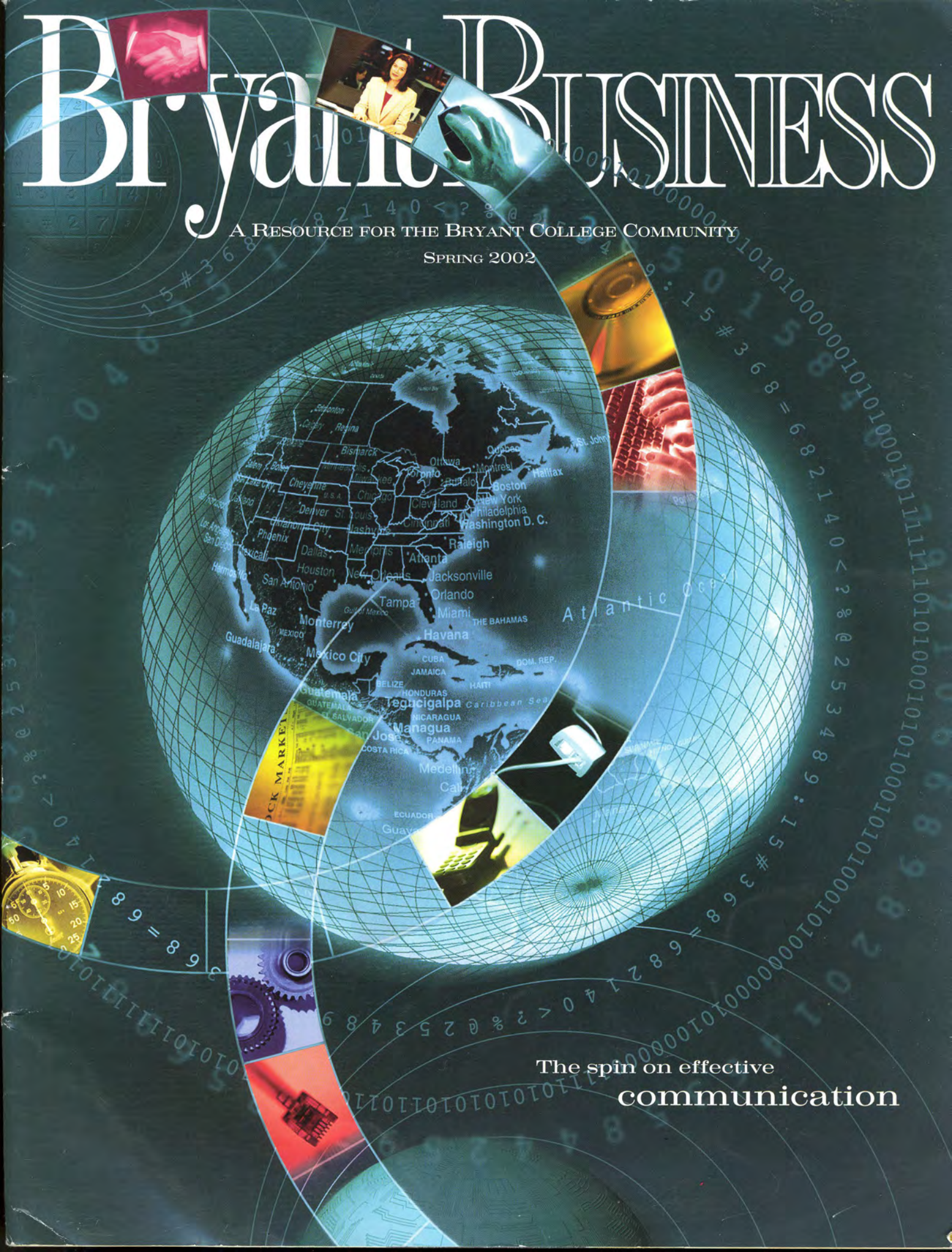


Bryant BUSINESS



A RESOURCE FOR THE BRYANT COLLEGE COMMUNITY

SPRING 2002

The spin on effective
communication

**GETTING THE
MESSAGE ACROSS**

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PRESIDENT'S MESSAGE

Although the dotcom bubble has burst, our newly transformed knowledge-based economy roars ahead. The digital technology that fueled all those impossible dreams of e-commerce is here to stay, and the world will never be the same.

According to the model put forth a century ago by Austrian economist Joseph Schumpeter, the current situation is following the pattern of all technological revolutions: New discoveries spur a period of hype and inflated investment that inevitably leads to a market crash, but the underlying technology continues to proliferate and eventually becomes the new engine of economic growth. Schumpeter's model would suggest that the information revolution is far from over—that, in fact, the best is yet to come.

Indeed, the dotcom shakeout has failed to slow the advancement of digital and Internet technology. The emergence of the wireless Web, the broadband Web, streaming video and audio, broadcast and Web convergence all bear witness to the ongoing vigor of the sector.

The unfolding information revolution is rapidly changing the nature of the workplace, creating demands for new skills and placing unprecedented emphasis on some old ones. Understandably, in an economy that is so dependent on the exchange of information, the ability to communicate is central.

Employers overwhelmingly list communication skills among the most important qualities they look for in a new hire. Meanwhile, the growth of new media is creating unparalleled opportunities for communication professionals. Experts predict these opportunities will continue growing at least through 2008.

In response to this trend, Bryant launched a new major in communication last fall. This issue of *Bryant Business* examines the role of communication in the new economy and looks at the steps the College is taking to prepare our students to succeed in a communication-driven marketplace.

Many institutions of higher learning offer such degrees, but, as is our custom at Bryant, we have developed an innovative program focused on producing not workers, but leaders. Graduates eyeing a future in such traditional communication fields as broadcasting and corporate relations will receive an

extra advantage from their Bryant education; in addition to the specific proficiencies required for those jobs, they will also gain a solid background in such business fundamentals as marketing, finance, and accounting. They will be fully prepared to assume roles of leadership in their fields.

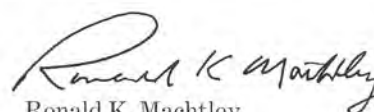
At the same time, graduates in all disciplines will benefit from the expansion of the Communication Department, which includes new faculty members offering cutting-edge course work. Bryant's Communication faculty will continue to instill students with fundamental skills in writing, public speaking, and interpersonal relations.

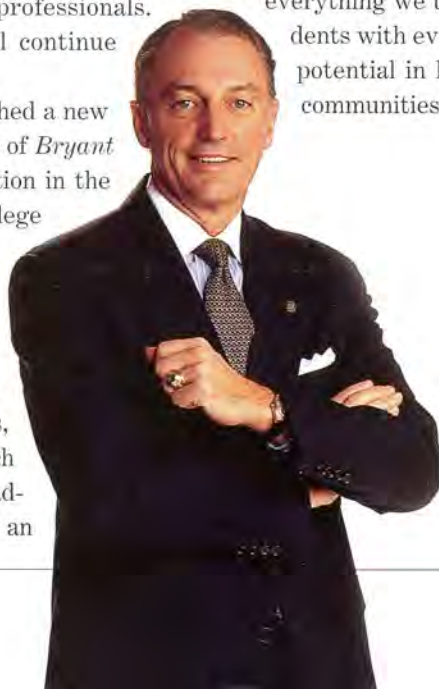
In a business environment in which communication is so important, those skills are more critical than ever. Although teaching students how to use new technology is essential, at Bryant it will never overshadow the importance of learning to construct and present effective arguments and messages. After all, technology is only a means of delivering content.

To ensure our students have all the requisite tools to succeed in the contemporary workplace, Bryant has invested heavily in making the latest communication technology accessible to everyone on campus. The new \$17-million George E. Bello Center for Information and Technology, a product of *The Campaign for Bryant*, is at the heart of our efforts. In recognition of our achievement, Bryant was voted by Yahoo! as one of the Top 50 "most wired" small colleges. The College will continue to expand its technological infrastructure to keep pace with marketplace demands.

Our goal with the new communication program, as with everything we undertake at Bryant, is to equip our students with everything they'll need to achieve their full potential in life and have a positive impact on their communities.

May God bless America.


Ronald K. Machtley
President





GETTING THE MESSAGE ACR





OSS

PROFESSIONAL COMMUNICATORS FACE UNPRECEDENTED OPPORTUNITIES AND CHALLENGES

During John Quinn's heyday as a reporter, business leaders were known around the newsroom as "the no-comment crowd." "In fact," recalls Quinn '87 H, who is the founding editor of *USA Today* and a former Bryant trustee, "I had one favorite businessman in Providence whose usual response was, 'Not even no comment.'"

So Quinn was delighted to learn that Bryant, which has educated some of New England's most prominent business people, had added a degree program in Communication. "It's a very, very necessary subject for people who are being launched into leadership in the business world, and I salute Bryant for making this move," Quinn says.

A GROWING PROFESSION

Perhaps “no comment” sufficed as a business communication strategy in the past, but the challenge today is not to hide but rather to be seen. “No business can survive without getting its message across, and people are bombarded with so much information today that it’s hard to stand out,” says Joe Zukowski ’84, director of public affairs for Verizon in Boston.

As a result, oral and written communication skills, as well as the ability to use new communication tools, are among the most prized workforce commodities of the Information Age. Bryant has responded by creating a model 21st-century communication department that prepares majors for the diversity of new career opportunities while offering students of all disciplines the chance to hone their communication skills and learn the technology that has revolutionized the field.

reach a given audience. Once, businesses announced their new products or investment opportunities through letters, brochures, catalogues, and press releases. Now, they supplement those conventional approaches with e-alerts and Web pages linked to Internet sites that their target audience is likely to frequent. In addition, they might use interactive Webcasts that link prospective customers or investors from around the world with company officials in real time.

Even the older media—television, radio, and print—are getting in on the new media act, extending their presence to the Internet. Gary Chapman, president and CEO of LIN Television Corp., which owns or manages 26 independent and network-affiliated stations in the U.S., says an Internet presence is mandatory in today’s media market.

TV, radio, and print Web sites primarily feature news and information. In fact, Chapman compares his stations’



“The Internet suffers from the absence of “the old city editor, whom I respectfully referred to as ‘the crap detector.’”

JOHN QUINN ’87 H

*Former Bryant Trustee and
Founding Editor of USA Today*



In the past few years, the College has augmented its strong communication faculty by recruiting top academic talent in the field. In addition, Bryant’s administration and Board of Trustees have committed to creating a campus rivaled by none in terms of students’ access to the digital and video technology that is changing the way the world communicates. The new \$17-million George E. Bello Center for Information and Technology demonstrates the strength of that commitment.

NEW MEDIA

Business communication today more than ever is a strategic affair. It’s a matter of knowing which media, or combination of media, will most effectively

Web masters with television news producers. “Essentially, they’re producing an Internet program,” he says.

TV station Web masters must have both technical proficiency and excellent writing skills—a combination that is hard to find, Chapman says. While many college graduates know how to create and operate a Web site, not many can create dynamic content. “Content is king,” Chapman says. “It’s what brings people and traffic to your Web site and keeps them there.”

In the past three years, each of Chapman’s stations has added about four Internet-related positions to join its staff. At starting salaries in the range of \$30,000 to \$40,000, these jobs exceed entry-level positions in print journalism.

Besides creating content, Chapman’s Internet staffers develop and manage new products. For example, a service offered by WAVY TV-Channel 10, an NBC affiliate in Norfolk, Va., delivers news and weather updates directly to subscribers’ e-mail addresses, pagers, or cell phones.





VIDEO CONVERGENCE

Television used to be synonymous with video, but that is no longer the case. With the convergence of video and digital technology, streaming video is also offered on Web sites. Businesses have put this technology to many interesting

The addition of video into a mix that already includes voice and data is straining existing bandwidth. Bandwidth is the capacity to send data at high speeds over telecommunications networks, such as the Internet. Experts predict the next wave of communication technology will be wireless networks integrated to encompass voice, data, and video communications.



"Convergence and interactive technologies are changing the nature of communication."

MARK KIELAR '81
CEO of WJMK, Inc.

uses. PointMedia, for instance, provides interactive screens for retail gas pumps that play news, sports, weather, and advertising for customers while they fill their tanks.

E! Online added an interactive feature for its Oscar coverage two years ago that enables participants to simultaneously chat live with a gossip columnist and other movie fans, play the "Golden Gamble" betting game, and watch on-demand video of the top nominees—all on a single screen. *Victoriassecret.com* created an online fashion show with streaming video that allows visitors to click on items they like and purchase them online.

"Convergence and interactive technologies are changing the nature of communication," says Mark Kielar '81, CEO of WJMK, Inc. A pioneer in independent television and video production, WJMK produces award-winning information and education series, such as *Lifeline*, *Business Today*, *Healthwatch*, and *American Medical Review*, hosted by Morley Safer.

"New technology has the potential to make the audience an engaged and visible player in the communication process," Kielar says. "Businesses will be challenged to adjust to direct, participatory communication formats in order to market themselves effectively and maintain productive relationships with their constituents. And we're already seeing film quality production values coming from video-priced digital technology as the industry shifts to digital television."

THE INTERNAL AUDIENCE

New media is as critical for reaching internal as external audiences. At Walt Disney World Corporation, all 60,000 employees have access to an internal computer network filled with news and motivational stories that emphasize the company's heritage and core values, says John Bisignano '80, Manager of Sports Programming for Disney. A weekly e-mail features a message from Disney CEO Michael Eisner. Department Web sites stress best practices and feature guest feedback. In addition, the company offers both print and e-versions of its internal newspaper.

At Verizon, Zukowski has seen what a powerful force employees can be in communication efforts. The nation's largest local phone service provider and wireless telecommunication company, Verizon was born in June 2000 when Bell Atlantic and GTE merged. The new company had to create a "brand," or corporate identity, for customers who were accustomed to dealing with Bell Atlantic and GTE.

"We had to communicate that the creation of Verizon was advantageous for them because it brought together two companies that had something to offer each other in terms of expertise and international marketing reach," Zukowski says.

Verizon officials knew that conventional advertising alone was not enough to make a favorable impression on the public. They first had to sell the new identity to the 247,000 employees.

**NEW EXECUTIVE DIRECTOR
OF COLLEGE RELATIONS TO LEAD
MAJOR MARKETING INITIATIVE**

As a marketing manager for *Sports Illustrated* in the early 1990s, Ed Sevilla was involved in an intensive, research-driven effort to evaluate the magazine's "brand"—that is, the top-of-mind qualities the public associates with *SI*. "When we listened to our customers and constituents, it became clear that great writing and great photography were the core components of the brand's value," Sevilla says. "Once all members of the management team understood that, we were all able to make decisions that better served the magazine's readers, advertisers, and mission."

As Bryant's new Executive Director of College Relations, Sevilla is overseeing a College-wide branding and positioning initiative similar to *SI*'s. The project will examine how Bryant is positioned in the marketplace compared with its competitors and how it defines and communicates its brand to various constituencies.

"At its heart a college is about students and learning, so marketing at a college is fundamentally different from the marketing challenges I've faced in the private sector," Sevilla says. "This is not about marketing Bryant College the way companies market shoes or soft drinks. At Bryant, it's the students, the faculty, and the learning that form the essence of the place, and that drives the brand, positioning, and subsequent marketing communications."

The College is partnering on the branding project with Stamats Communications, a leading marketing consultancy in the higher education field. The process will begin by conducting qualitative and quantitative research to identify how the College is perceived by past, current, and future students (both undergraduate and graduate), as well as faculty, business leaders, and other influencers. Following the research phase, Stamats will draft a positioning platform statement, a document that presents a common language as well as shared stories and values around which Bryant will

build all its future marketing and communication efforts. This will ensure that Bryant's messages are consistent and amplify one another.

The positioning will first affect undergraduate recruitment publications in next year's cycle, beginning this summer. Then College Relations will work with the rest of the College to incorporate the brand into the Web site print materials, advertising, and public relations. The brand focus will also help other areas of the College in planning and implementing their activities.

"Bryant College is in an incredibly fortunate position," Sevilla adds. "With new majors, completion of the Wellness Center, and the new George E. Bello Center for Information and Technology coming on-stream—not to mention an outstanding faculty—the quality of the Bryant College experience has leapfrogged ahead of market perceptions. Now it's time to get the word out about all of this."

Prior to joining Bryant College in January 2002, Sevilla was involved with Upromise, a firm that works with major companies to offer families a new way to save money for college. His 13-year professional background also includes experience with such high-profile brands as Time Warner, AT&T, Kodak, America Online, Century 21, and McDonald's.

Sevilla also brings a strong academic background and extensive public service experience to Bryant. He has a B.A. from Yale in American history, graduating *magna cum laude*, and an M.B.A. in marketing from the Wharton School of the University of Pennsylvania. He is a strategic advisor to New Leaders for New Schools, a national nonprofit organization involved in recruiting, training, and placing the next generation of urban school principals. In addition, Sevilla served as a U.S. Foreign Service officer during the Reagan Administration at consulates in China and Hong Kong.



"At Bryant, it's the students, the faculty, and the learning that form the essence of the place and that drive the brand, positioning, and subsequent marketing communications."

ED SEVILLA

Executive Director of College Relations

"We needed employees to help customers understand what the merged company had to offer in terms of expertise, technology, and the power of our combined telecommunications networks," Zukowski says. "In their daily contact with the public as customer service representatives, technicians, and so on, employees had the best opportunity to help build the company's brand. So we had to get them all on board and rowing in the same direction."

"Through internal communications explaining the name change and how they could help to implement it, we got employees to embrace the new identity. They very quickly began to think of themselves as a different company, which was essential to our success."

BALANCING ACCURACY WITH SPEED

In addition to their internal audience, companies such as Verizon must deal with diverse external audiences—lawmakers, government regulators, consumer groups, suppliers, technology experts, and many others. While internal communication specialists were selling Verizon's corporate identity to employees, Zukowski and his staff were promoting it to external stakeholders.

In dealing with outside audiences, timeliness is often a critical element. But while electronic communications can make contacts instantaneous, speed has its drawbacks.

"Everything happens faster today," Zukowski says. "In your zeal to communicate, you can't forget to take a pause and check the facts—to make sure everything is just as you want it. You have to avoid hitting the send button before you're ready. E-mail becomes a permanent record. You have to consider everyone who might see it and how they could interpret what you've said."

ETHICS

Digital technology presents yet another challenge to accuracy, Zukowski says. "When I was at Bryant, we'd go to the library and look up things in reference materials—and those were gospels of truth. Now you can do research at your desktop, but you have to evaluate the quality of what you're viewing. Much of the information available on the Internet is unreliable."

Quinn says the Internet suffers from the absence of "the old city editor," to whom he respectfully referred as "the crap detector." "Whether information is delivered by carrier pigeon, truck, newspaper, or digital

technology, the same ethics must apply," he says. Quinn calls the Enron scandal a classic example of how unscrupulous business people can take advantage of a world caught up in the frenzy for instant information.

PERSONAL INTERACTION

Despite all the new opportunities offered by digital communications, personal interaction is as critical as it's ever been, "and you can't substitute it," Bisignano says. "Whether it's developing new clients, motivating employees, negotiating deals, or pitching a story to the press, the personal touch is always needed," he adds.

Zukowski says the old-fashioned one-on-one conversation still presents the best opportunity for making one's point. "We distribute policy briefings and fact sheets and use Internet communications, but in many cases a phone call or meeting is the most effective means of conveying a message," he says. "A major part of what we do every day in my department is going out and talking to people."

Personal interaction is equally important internally, Zukowski adds. "We must be able to work in teams and collaborate to get work done efficiently and to come up with new product ideas and marketing strategies," he explains.

COMMUNICATING WITH CUSTOMERS

The personal touch is especially important when dealing with customers. While Bisignano has achieved enormous growth for Disney's sports program using e-mail alerts, Web-based advertising, and online registration forms, the program was built on human interaction.

Disney began promoting its theme park as a sports venue in 1995. Since that time, Bisignano, who went to work for Disney after graduating from Bryant in 1980, has developed a program that will feature 163 events in 2002. Those include 40 Amateur Athletic Union championships, as well as the annual Disney marathon, which attracts 18,500 runners. Today, sports programming generates 25 percent of the business at Walt Disney World in Orlando, Fla.

"In the very beginning, when people were rubbing their heads and wondering what Disney was doing in the sports marketplace, we had to educate the people holding rights to events, as well as the consumers," Bisignano says. His "programming" team attended trade shows and amateur sports events throughout the nation, passing out marketing materials and talking to



"Content is king. It's what brings people and traffic to your Web site and keeps them there."

GARY CHAPMAN

president and CEO of LIN Television Corp.

people about the "magic" of holding their events at Disney. In addition to inspiring people to take their events to Orlando, his team had to negotiate the terms of each arrangement.

The human touch also plays a role in maintaining ongoing media interest in Disney sports events. The sports program has a publicist who cultivates relationships with media representatives and pitches stories on a regular basis. The sports program also has an internal communication person who acts as liaison with the Disney World Resort.

WEB-ENHANCED MARKETING

About 70 percent of Disney Sports' daily marketing communications are Web-based, Bisignano says. He even relies on the Web to test and measure proposed products.

"As a tool for marketing and communication, nothing in history can compare with the Internet," Bisignano says. "If I want to test a new soccer event, I turn to Web sites frequented by soccer enthusiasts. I post a 'what-if-we-offered-this?' bulletin and get great feedback concerning whether people would support it and what features it should have. I put a product together, test it, tweak it—and there it goes."

ON THE HORIZON

Technological change in communications will continue at a dizzying pace, Zukowski predicts. There is a growing trend toward merging the functions of various devices together in a single device. For example, Kyocera


recently introduced a cell phone that also performs some of the functions of a desktop computer.

"As the economy grows increasingly global, communication technology will have to do more than connect people—it will have to find them as well," Zukowski says. "People will also demand greater and greater bandwidth. In the future, businesses will need networks that simultaneously accommodate both voice and data traffic."

Zukowski and Bisignano expect ethical issues surrounding communications to heat up in the future. Maintaining the integrity and privacy of customer data as it travels across networks will become a hot-button issue, Bisignano says. Delivering economical bandwidth capacity to underserved areas has already become a big public-policy issue.

OPPORTUNITIES

Pundits often compare the emergence of digital communications with the invention of the printing press—another event that resulted in an unprecedented dissemination of information. And just as the printing press created the new field of publishing, the Internet has led to all sorts of new information products and services, and, as a result, the proliferation of new careers in communication.

People who work in communication-related positions, such as Zukowski and Bisignano, are finding the new technology presents both a blessing and a curse. In addition to being skilled writers and public speakers, they must understand the benefits and pitfalls of a range of new communication strategies and devices. Bryant is preparing students for all the opportunities and challenges found at the frontlines of one of the 21st century's most dynamic fields. 



THE MEDIUM AND THE MESSAGE

WITH TECHNOLOGY,
THE ABCS OF COMMUNICATION
ARE MORE VITAL
THAN EVER



Greek orator Demosthenes honed his fabled skills by practicing speeches with his mouth stuffed with stones. Today's communicators have access to far more sophisticated tools to help present their messages, but the essentials of writing, speaking, and interpersonal interaction are just as important. In fact, with digital technology requiring more communication than ever, mastering the basics has never been as critical.

Bryant's new Bachelor of Arts in Communication program, offered for the first time last September, focuses on the essentials of effective communication as well as communication theories and methods. "Businesses want graduates who can write, speak, and persuade—who can construct an effective message," says Stanley Baran, professor and chair of the Communication Department and consultant for numerous organizations and corporations, including IBM, ABC, and Westin Hotels. "That's why we stress the process of communication regardless of the medium involved," he adds.

THE GROUND FLOOR

The Communication degree is the latest development in a program that has expanded rapidly during the past few years in response to mounting interest from both students and employers. Recent data from the U.S. Department of Labor Statistics indicate an increasing number of businesses plan to hire Communication majors in the future. Two-thirds of the companies recruiting at Bryant last year listed communication as a major skill they look for in a new hire, and Communication is the most popular minor at the college.

A

The Department's fast-track growth reflects the agility with which a small private college such as Bryant can respond to changing needs. The Department is led by Baran, who, in addition to having a Ph.D. in Communication Research from the University of Massachusetts, is a published scholar on mass communication issues and serves on the editorial boards of the *Dow Jones Newspaper Fund* and *Communication Quarterly*. Under Baran's guidance, the Department has grown from three full-time faculty members to six in just two years. In addition, there will be eight to ten adjunct instructors with professional experience in the field.

"This has been an exciting time to be a member of Bryant's Communication Department," says Assistant Professor Traci Anderson, who joined the faculty in 2000, after receiving a Ph.D. in Communication from the University of Oklahoma. A published researcher, Anderson is a member of the International Communication Association, the National Communication Association, and the International Network on Personal Relationships.

"Getting in on the ground floor, you can take part in shaping the program," Anderson says. "That's part of



"There's always been a need to communicate effectively, but with new technology, the awareness of that need has exploded."

STAN BARAN

Founding Chair of the Communication Department



"There's a difference between talking and communicating."

TRACI ANDERSON

Assistant Professor of Communication

the reason I came to Bryant. I feel so lucky to be part of this. The administration and the Board of Trustees have been behind us totally, giving us whatever we need to make this program the best."

INTEGRATING TECHNOLOGY

Professor Mary Lyons began offering Communication coursework at Bryant in 1981 as part of the English Department. Lyons obtained a Ph.D. in English from the University of Rhode Island and holds memberships in many prestigious professional and academic associations, including a charter membership in the Rhode Island Association of Interactive Communications.

Today, as a member of Bryant's Communication faculty, Lyons stresses writing in all of her courses. "Teaching communication is actually a wonderful way to teach writing, because it applies writing to a specific context that is meaningful—and motivating—to students," Lyons says.

While the rules of grammar and effective rhetorical techniques are the same today as when Lyons joined the Bryant faculty 30 years ago, the vehicles of communication have changed dramatically. Lyons' students once turned in their assignments typed on paper; now they create multimedia presentations, submitted on CDs.

Lyons conducts her journalism class in the electronically outfitted Davis Classroom, where, via CNN and C-SPAN, students feel they are "right at the scene" of a breaking news story, she says. "They take live quotes and observe action in real time to practice reporting

news and feature stories. The technology makes assignments more exciting and more like an authentic journalistic experience," Lyons says.

COMMUNICATING IN A DIGITAL WORLD

"The Davis Classroom is an example of Bryant College's commitment to communication technology. It was one of the first totally electronic classrooms in the Northeastern United States," Lyons says. Similarly, Bryant was at the forefront of utilizing new video technology—the College created a videoconferencing center five years ago with the help of a grant from the U.S. Department of Commerce.

"Bryant has always been ahead of the game in teaching the multimedia aspects of communication," Anderson says. "All students here have some kind of instruction in Web design, and by the end of their freshman year, every student knows how to use PowerPoint."

Students' access to communication technology is getting a tremendous boost with the new George E. Bello Center for Information and Technology. Made possible by *The Campaign for Bryant* and an extraordinary \$5 million gift from the man whose name it bears, the \$17-million George E. Bello Center features a cyber café, a digital library, a trading room that simulates real-world financial trading conditions, electronic classrooms, and more.

"With the George E. Bello Center, communication is completely integrated with technology and can be disseminated instantly," Baran says. "Students can use research tools involving different media to put together presentations. They can also include various media—video or audio, for instance—in the final product."

"All the hype today is about the importance of high-speed digital communication, but we can't forget that you're still dealing with people," says Julie Morrison, Assistant Professor of Applied Psychology. "There are a lot of psycho-social dynamics involved in the use of communication technology. Whether you're interacting online or in-person, understanding interpersonal dynamics will make you more effective."

The Internet is one of the most important communication tools for businesses today, and Morrison, who holds a Ph.D. in Psychology from Stanford University, has researched and published extensively on how individuals use the Web. For instance, relying on such techniques as tracking users' eye movements, Morrison studied how people search online for information. Her findings provided critical feedback for companies on the effectiveness of their Internet communications.



Julie Morrison, Assistant Professor of Applied Psychology

"As Web communication becomes more sophisticated, companies that can relate to their customers and display that personal touch online will be the most successful," Morrison says.

Of course, personal interaction is critical in off-line communication as well. Morrison says people appreciate psychology's link to marketing, but they tend to overlook the role it plays in other areas of business. From interviewing for a job to climbing the corporate ladder to managing people, it is impossible to get ahead without knowing how to relate to others, she explains.

While Bryant's Department of Applied Psychology provides students with a foundation in biological, cognitive, developmental, personality, and social psychology, the emphasis is on how to use psychology in a diversity of settings, Morrison says. The College will begin offering a degree program in applied psychology in fall 2002.



"In today's business world, managers spend more than 80 percent of their time communicating in one way or another."

KEVIN PEARCE

Assistant Professor of Communication

FEATURES AND NUANCES

While technology provides compelling new ways to engage audiences, it also presents challenges. Users must know enough about various technologies to choose the best vehicle to deliver a particular message—from print to video to online. They must also know how to adapt their communication skills to different media.

"Communication technology is particularly tricky in the international marketplace," says Assistant Professor of Communication Kevin Pearce, who teaches a course titled "Mass Communication in the Global Village." Pearce has a Ph.D. in Mass Communication from Kent State University and is a recipient of the International Communication Association Teaching Award.

Cultural differences are more difficult to overcome when communication takes place digitally, Pearce explains, because the opportunity to compensate by engaging on a personal level is largely lost. "We're a low-context culture—we say what we mean," Pearce says. "But in other cultures, meaning depends on the context of a situation. Something that would be appropriate to e-mail in the United States, for example, might be inappropriate in Japan. The failure to appreciate such subtleties can make or break a deal."

COMMUNICATION OVERLOAD

One of the greatest challenges presented by today's abundance of media is evaluating the quality of informa-

tion, a problem the Department addresses in the course "Media Literacy." "We're inundated with information every day of our lives," Anderson says. "Most people blindly accept all of it as true, without considering where it's coming from or who paid for it. In order to use media effectively, people must be savvy consumers."

Just as new media can easily bend the truth, they can also distort language, according to Bryant's Communication faculty. Cyber surfers are exposed to so much poor grammar, misspellings, and bad writing that the lines of acceptability are blurring, Anderson says.

At the same time, with instant communication replacing formal writing, people are forgetting the tools required to create in-depth business reports and other important documents.

Bryant's Communication Department is striving to give students an advantage in the professional world by steeping them in Standard English and communication theory, which will help them create well-constructed arguments and presentations when they join the business world. "What is considered acceptable writing and speech is not what it used to be, but good writing and oratory are always going to prevail," Baran says. "And what better time to shine than now?"



"E-mail has exposed everyone's writing skills."

MARY LYONS

Professor of Communication



GETTING DOWN TO BUSINESS

**TWO BRYANT STUDENTS
SEE COMMUNICATION IN THEIR FUTURES**

Keith Forkin '02 expected to breeze through his first communication class. After all, he reasoned, he had been communicating all his life. But Forkin was in for a surprise. He discovered communication is a complex, challenging, and interesting subject. "It clicked," says Forkin—so much so, in fact, that he added it as a second major to his Marketing degree.

JACQUELINE KROL
AND KEITH FORKIN



Forkin's story is a familiar one to Bryant's Communication faculty. "Everybody thinks they're good at communication, because they do it all the time," says Kevin Pearce, assistant professor of Communication and faculty advisor to the Bryant Communication Society. "But they quickly realize it involves much more than they originally thought. It's a learned skill."

A POPULAR SUBJECT

Last year, hundreds of Bryant graduates chose either a concentration or a minor in Communication. The subject

is especially popular with students majoring in Marketing and Computer Information Systems, but even those in such seemingly unrelated programs as Applied Actuarial Mathematics elect Communication as a minor.

Communication majors typically seek careers in such fields as broadcast, electronic and mass media, public relations, advertising, corporate communications, public information, journalism, and research analysis. But an academic background in Communication is an excellent foundation for everything from law to health education to international diplomacy.

COMMUNICATION SOCIETY IS NO ORDINARY GROUP

Bryant's Communication Society began the 2001–2002 academic year with a game of musical chairs. When the music stopped, members, in addition to grabbing a chair, introduced themselves to the people next to them.

Perhaps the game was an unconventional icebreaker for an academic club, but then the Communication Society is no ordinary group, says President Keith Forkin '02. "It's more active and fun," he says. "Everyone is upbeat and outgoing. After all, these are people who want to be involved in communication."

"We have a lot of laughs," agrees Secretary Jacqueline Krol '02. "The group has a good chemistry—we've all become friends."

Faculty advisor Kevin Pearce says he started the Society four years ago in order to promote cohesion among communication students. "It is also a vehicle for presenting career opportunities," he explains. "Representatives of different companies come in every year to talk with students about intern-



Kevin Pearce and Jacqueline Krol

ships and career opportunities," notes Pearce.

The Communication Society also sponsors a variety of activities befitting such a lively group, including an annual field trip to New York City, where, in the past, members have taken in a Broadway show and toured NBC studios. Members fondly recall the time Jerry Springer came to campus to offer his unique perspective on the communication industry.

Although Pearce regularly attends the group's meetings, he maintains a hands-off advisory approach. "I'm mostly a cheerleader," he says.

"We have full rein over what we do," Forkin explains. "The College gives us the support, freedom, and technology to better the club. The Student Senate gives us a great budget—it even helped fund our trip to New York. We have access to all the media on campus, including the radio station."

For more information about the Communication Society, contact Kevin Pearce at kpearce@bryant.edu.



Communication complements every major, according to Forkin. "Communication is vital for any field. You've got to be able to communicate effectively no matter what you do—even if it's working with accounts on the phone or conducting sales presentations," he says.

THE TECHNOLOGY EXPLOSION

"With digital technology, the field of communication has exploded," says Jacqueline Krol '02, who is majoring in Management and Marketing with a minor in Communication. "It has always been an important subject, but with the way communication has evolved through technology, it is everywhere."

Forkin agrees. "You can't get through life without the ability to communicate effectively and use communication technology," he says. "Today you need all the basic tools of communication, such as writing and speaking, but you have to know so much more. Everyone wants information fast, and you have to know how to use all the new tools to get it to them."

Forkin arrived at Bryant with only minimal skills in communication technology. "I knew how to get on the Internet to see how the Rangers did," he says. But he has evolved to the point that he recently designed a database for one of Bryant's Small Business Development Center clients. He has also learned how to design Web pages.

**"We don't train people for
their first job — we prepare them
for a lifetime of work."**

KEVIN PEARCE

Assistant Professor of Communication

"Bryant does a great job introducing us to all the new technology by integrating it into our class work," Krol says. During a yearlong internship with Fidelity Investments, Krol had the opportunity to use some of her new skills by implementing and coordinating Web conferences and helping implement new communication technology. In another internship with Progressive Promotional Enterprises, Inc., in Worcester, Mass., Krol designed Web pages and conducted marketing research on the Internet.

**"Communication complements
every major because it's vital for
any field."**

KEITH FORKIN '02

Student

BACK TO BASICS

Krol also was able to apply some more basic communication principles she learned at Bryant in her internships—especially fundamental group dynamics, which is stressed throughout the curriculum. "A lot of our classes are group-based," Krol explains. "In addition to lectures, students meet outside of class to do special projects. That's perfect training for the business world, where you always work in teams. You have to know how to get along with others, resolve conflicts, and motivate people."

Krol refined her writing skills at Bryant, which came in handy when she was called upon to write press releases during one of her internships. "I am a strong writer, but I've seen a lot of progress during my years at Bryant," Krol says. "The College does a great job of teaching and stressing the importance of writing."

Forkin says his public-speaking class has helped him overcome a lifelong fear and acquire a skill that he plans to use throughout his career in public relations and advertising. He has acquired other basic communication skills that have helped him excel in internships coordinating promotions for Budweiser and Red Bull.

"When you sit back and think of all you've learned and done in four quick years, it's just amazing," Forkin says. 🌐

PORTRAITS OF GIVING



ELIZABETH AND MALCOLM (KIM) CHACE

Kim and Liz Chace pledged \$500,000 to the facilities component of *The Campaign for Bryant*, and Kim volunteers his time serving as Vice Chair of the Campaign. Their past generosity to the College includes donations totaling \$50,000 to the Trustee Scholarship Fund and gifts matching senior class contributions in 2000 and 2001. They are also charter members of the *President's Leadership Council*.

Recognized in New England for his business and community leadership, Kim is Chairman of Bank RI and SENESCO. Also a businessperson and community leader, Liz is a member of the Board of Directors for the Rhode Island Foundation and a fellow of Brown University. In 1981 she co-founded Residential Properties Ltd., which has grown from six employees in one office to four locations employing more than 80 people. The Chaces make their home in Providence, Rhode Island.



**LUCY AND JACK
CALLAHAN '56**

The Callahans' \$500,000 pledge to *The Campaign for Bryant* is their latest contribution in a history of giving—both of time and money—to the College. As part of that commitment, Lucy Callahan, an entrepreneur, established a \$100,000 scholarship fund at Bryant for a minority female student. The remainder of their pledge supports facilities and the Annual Fund.

Both Callahans are charter members of the *President's Leadership Council*, and Jack has served the College in a variety of other positions as well, including currently as Chairman of the Board of Trustees and Vice Chair of the Campaign.

Jack is chairman and CEO of The Callahan Group, Inc., and Lucy owns Peachtree Place. They reside in Winnetka, Illinois.



**JOANNE AND
JOSEPH H. LEMIEUX
'57, '94 H**

Joanne and Joe Lemieux pledged \$500,000 to the facilities component of *The Campaign for Bryant* and have contributed \$60,000 to the Trustee Scholarship Fund since the Campaign began. A longtime Bryant supporter, Joe Lemieux has served on the Board of Trustees since 1995, and, in 1994, the College awarded him an honorary degree. He and Joanne are charter members of the *President's Leadership Council*.

After graduating from Bryant, Joe joined the administrative training program at Owens-Illinois and worked his way to the top of the corporate ladder. He was named company CEO in 1990 and Chairman of the Board in 1991. Joe and Joanne live in Toledo, Ohio, and have four children.



**BARBARA AND DAVID
ALLARDICE '61**

In planning their estate, Barbara and David Allardice remembered *The Campaign for Bryant* with a commitment valued at more than \$500,000. Their gift will support scholarships for students who would otherwise be unable to attend Bryant College. In addition, David has given the College a \$50,000 life insurance policy. Barbara and David are charter members of the *President's Leadership Council* and active in both the 1863 Society and the Partners-in-Scholarship Program.

Barbara, who earned a Ph.D. in developmental psychology at Cornell University, founded the Community Learning Development Center, which helps children and adults with learning difficulties. David owns David E. Allardice, Inc., a municipal financial consulting business. They live in Canandaigua, New York.



BRYANT ATHLETICS: WELLNESS WEEKEND



DIVING IN

As President Ron Machtley and a group of Bryant students took the plunge into the pool in the College's new state-of-the-art Wellness Center, they exemplified the approach the College is taking toward the promotion of healthy lifestyles.

President Machtley and the students, each of whom made a charitable donation to the Special Olympics to participate, provided the signature, made-for-TV moment of the College's grand opening of Wellness Weekend festivities by simultaneously diving into the six-lane, 25-yard pool.

As part of Wellness Weekend, visitors to the new facility could enjoy a healthy fruit smoothie, receive a body-fat measurement, have a skin quality analysis, or participate in a multitude of fitness classes that were introduced to the Bryant community. The most popular component of the opening ceremony turned out to be the massage therapist, who must have been awe-struck by the steady stream of customers looking for relief.

A CENTER FOR HEALTHY HABITS

But the centerpiece of Wellness Weekend was the Wellness Center itself, a \$7 million addition to the existing Bryant Athletics and Recreation Center that exponentially expands the fitness offerings available to students, faculty, and staff. In addition to the natatorium, the facility houses a 9,000-square-foot fitness area modeled after private sector health clubs, featuring excellent views of the campus, comfortable locker rooms, and the latest in fitness technology. In addition, the Patricia and Richard Eannarino Group Exercise Studio provides a spacious and functional environment for a wide variety of new activities at the College.

Bryant's head softball coach, Lisa Ann Wallace, and Wellness Coordinator Jennifer DiPrete, who joined

the staff in December as a health educator, are responsible for Wellness Center programming. They work in conjunction with the Department of Athletics and the Office of Health Services. Under Wallace's supervision, the College now offers regular classes in spinning, yoga, cardio-kickboxing, and T'ai Chi, among other activities. DiPrete works with individuals who wish to tailor the College's wellness offerings to their own needs.

The early reviews have been positive, as evidenced by the constant flow of students and staff members through the building during the day and by the expansion of the Center's operating hours to meet demand. Bryant's administration has stressed there is more to the new facility than just bricks, weights, and an exercise studio—it reflects the embracing of important College values.

"The Wellness Center is a tangible example of Bryant's commitment to the overall well-being of our students, faculty, and staff," said President Machtley. "The completion of this facility marks an important phase in the ongoing development of Bryant College, and provides the necessary resources to help our students learn good habits for a healthy lifestyle at an age in which lifelong habits are formed. We think this is part of the answer to dealing with alcohol and smoking, and people who are overweight on campus."

Director of Athletics Dan Gavitt's goal is to have every Bryant student, faculty member, and staff member make use of the facility at least once during the course of the year—for a regular workout session, a nutrition seminar, or a recreational swim. 🌐

Currently, use of the Wellness Center is limited to faculty, students, and staff, while the College assesses the usage.



President Ron Machtley (third from left) takes the plunge.

FOUR INDUCTED INTO BRYANT ATHLETICS HALL OF FAME

Four of the greatest student athletes to have competed at Bryant College were inducted into the College Athletics Hall of Fame in February, marking the first class to be so honored in 10 years.

The four new members of the Hall of Fame, chosen by a 10-person selection committee, are Maria Bras-Benitez '95, Liz Davies '96, David French '89, and Roman Pavlik '96. The four alumni bring the total number of inductees to 49.



MARIA BRAS-BENITEZ stands as the greatest volleyball player in the 25-year history of the sport at Bryant College. Named Northeast-10 Conference Freshman of the Year in 1991, she went on to capture the league's Player of the Year Award in 1993 and 1994 and was named to the all-conference first team three times. She was named to the American Volleyball Coaches Association all-region team in each of her four years and became the first Bryant player to have been named more than once. She is the only player in school history to have amassed more than 2,000 kills in her career. In addition, she ranks 10th in NCAA Division II history with 2,045 kills in her four years, and she also registered 24 triple-doubles during that time. A 1995 graduate of Bryant, Bras-Benitez is owner and chief operating officer of New Alliance Insurance Agency, Inc., in San Juan, Puerto Rico.

LIZ DAVIES completed her career in 1996 as the most decorated basketball player in the program's history. She began her career in the 1992-93 season and was recognized as the Northeast-10 Conference Freshman of the Year and went on to earn first-team All-NE-10 honors three times. She was an honorable mention Kodak All-America selection as a junior after leading Bryant to the ECAC Division II title, and was chosen to the NCAA Northeast Region all-tournament team as a senior after scoring a school-record 38 points in the Bulldogs' NCAA tournament game against Bridgeport. Davies, who averaged a school-record 20.1 points per



game in her career, is the only player in school history with more than 2,000 career points (2,059) and ranks second all-time in career rebounds (1,070). She graduated from Bryant in 1996 and is employed by Wachovia Securities in Charlotte, N.C.



DAVID FRENCH was the top player on the Bryant College men's golf teams that were annual contenders for the NCAA Division II championship through the late 1980s. A three-time National Golf Coaches Association All-America selection, French also was a three-time Northeast-8 Conference champion, a two-time Academic All-America pick, a four-time All-Northeast-8 Conference selection, and a three-time All-New England honoree. As a junior, he helped Bryant to a seventh-place finish at the NCAA Division II tournament and helped the Bulldogs follow with a second-straight national top-20 finish in 1989, when Bryant placed 13th. French graduated from Bryant in 1989 and currently is a chief financial officer for Travelers Insurance in Hartford, Conn.

ROMAN PAVLIK is unquestionably the greatest men's tennis player in the history of the Northeast-10 Conference. Named Northeast-10 Player of the Year an unparalleled four times, Pavlik left Bryant having never lost a regular-season Division II singles match. He completed his career with an overall singles record of 86-4 and was the first Bryant player to qualify for the NCAA Division II tournament as an individual—a feat he accomplished in 1994. In addition to his four player-of-the-year honors, Pavlik also won four NE-10 singles championships, a Rolex East championship, and a New England championship. He was the No. 6-ranked player in Division II in his All-America senior season. A GTE/CoSIDA Academic All-America selection, Pavlik, who attended Bryant on a prestigious presidential scholarship, graduated from the College in 1996 with a dual degree in computer information systems and finance. 🌐



BRYANT EMBRACES AMERICA'S OLDEST PASTIME

Bryant's men's lacrosse team entered the 2002 season amid high expectations after being ranked No. 6 and No. 7, respectively, by *Face-Off Yearbook* and *Lacrosse Magazine* in the preseason polls.

Despite losing its season opener against the New York Tech Bears in a 12-10 decision, the Bulldogs are considered a viable contender for an NCAA Division II championship. The team is among the clear favorites in the Northeast-10 Conference.

Boosting the Bulldog's chances for a title this year are the talents of junior attackman Kevin Barletta and sophomore defenseman Nick Allegretti—both were named to the *Lacrosse Magazine* pre-season All-America team. Barletta was the only Division II player to finish last year with at least 40 goals and 40 assists.

The team also benefits from the expertise of head coach Rory Whipple, now in his third season with the Bulldogs. Named New England Division II Coach of the Year in 2000, Whipple was formerly the head coach at Hartwick College and Clarkson University.

The stir created by the men's lacrosse team is expected to spill over to the women's team, which began its inaugural season March 22 against Adelphi. The women's team, coached by assistant athletics director Coni Fichera, faces a rigorous 14-game season. Fichera is well prepared for the job: an outstanding player herself, she was a two-year letter winner in lacrosse at Plymouth State College.

"The team's goal is to be immediately competitive in the Northeast-10 Conference," Fichera said. "We worked hard last fall to prepare, and I'm sure the excitement about the new team will be a great motivation."

Men's lacrosse differs from women's. The men's version of the game involves more physical contact, so the players wear helmets and pads. Men play four 15-minute quarters and women play two 30-minute halves. Except for the goal cages, the fields are different as well.

While lacrosse is not nearly as well known as the games it most resembles—it's often called a combination of basketball, hockey, and soccer—it is growing in popularity. The rough-and-tumble sport may not be America's favorite pastime, but it is the nation's

original pastime: It was created hundreds of years ago by native North Americans. More popular in Canada than in the U.S., lacrosse is played more in the Northeastern and Mid-Atlantic states than elsewhere.

In the NCAA Division II, four teams are chosen for the national tournament—two each from the Northeast and Southwest Regions. The championship games, held Memorial Day weekend for the men and the prior weekend for the women, attract tens of thousands of spectators.

For those who are thinking about venturing to Bulldog Stadium to catch Bryant's lacrosse teams in action, here's a quick primer of men's lacrosse terms:

CLEAR: A team has 10 seconds to move the ball out of its defensive third of the field, then 10 more to move the ball into the attacking third. When the team does this successfully, it is credited with a clear.

CROSSE: The stick used to play the game. Attackmen and midfielders use a crosse that is 40 to 42 inches in length, while defensemen and defensive midfielders use a crosse between 52 and 72 inches. Not counting the goalkeeper, a maximum of four players may use a long crosse.

GROUND BALL: The pivotal and most physical part of a lacrosse game. A team is credited with a ground ball when it causes a turnover or picks up a loose ball on the field to gain possession. The team with the most ground balls almost always wins the game.

MAN-UP: The lacrosse equivalent of an ice hockey power play. When a player is penalized, he must leave the field without a substitute (usually for 30 seconds or one minute). The opposing team is then said to be in a man-up situation.

OFFSIDE: A team must keep at least four players on its defensive half of the field and at least three players on its offensive half of the field at all times. A team is offside when it is in violation of this rule. 🏀



INVESTING IN BRYANT COLLEGE OFFERS MANY HAPPY RETURNS



Looking for a better return on your investment? Create a charitable gift annuity with Bryant, and you'll exceed — perhaps double — the rate offered by your bank, credit union, brokerage firm, or the U.S. government. What's more, you'll have the satisfaction of helping to change lives with a quality Bryant education.

When you transfer cash or securities to Bryant College, you receive an immediate income tax deduction, as well as guaranteed annual payments for life, a portion of which is tax free. Annuity payments can begin immediately or be deferred until the future.

Rates of return are based on your age and when the gift is made. Current rates on an immediate \$10,000 charitable gift annuity for one-life are:

Age	Fixed Annual Rate	Annual Yield	Charitable Deduction*
55	\$600	6.0%	\$2,501
65	\$670	6.7%	\$3,184
75	\$790	7.9%	\$4,062
85	\$1,040	10.4%	\$4,964

* Will vary slightly month to month, according to U.S. Treasury Department regulations.

Compare Bryant's rates of return with conventional instruments, and you'll see how the advantage of investing in Bryant College really adds up:

Two-to-Five Year Certificates of Deposit	3.15%
Five-Year Certificate of Deposit	3.74%
U.S. Treasury Bills	1.79%
Five-Year Treasury Note	4.50%

To learn how a charitable gift annuity can benefit you and Bryant College, contact Shawn P. Buckless, Director of Leadership Gifts and Planned Giving in the Development Office at **(401) 232-6813**, or e-mail **sbuckles@bryant.edu**.

BRYANT THROUGH HISTORY

Gertrude Meth Hochberg: The Consummate Communication Professional

(As *Bryant Business* was headed to press,
we were deeply saddened to learn that Gertrude Hochberg had died.
Her obituary appears on the inside back cover.)

Gertrude Meth Hochberg is a shining example of how communication affects every aspect of life and business. For 28 years she utilized her extensive talents to promote Bryant College on every level—at every opportunity. Communication was not her job, it was her life.

When she was appointed Director of Public Affairs at Bryant in 1949, Gertrude jumped in enthusiastically to gain Bryant the recognition it deserved. She began the now-common practice of sending news releases to the local press announcing the graduation of hometown students. She understood what made a good news story, and the media eagerly went for each opportunity she gave them to write about Bryant.

Gertrude believed that developing relationships was essential to success. She would frequently stop by the newsroom of the *Providence Journal* for a cup of coffee and conversation. She would pick up the telephone if she thought Bryant was overlooked. She made connections that lasted a lifetime.

One of the highlights of Gertrude's tenure at Bryant was the campaign she launched when the campus was



Gertrude Meth Hochberg

relocated from the East Side of Providence to Smithfield in 1971. The American College Public Relations Association recognized her efforts in 1973 when it presented her with the Award for Excellence in News Information.

Gertrude's composed manner, keen intellect, and ability to manage every situation were the backbone of Bryant's well-organized public affairs division. Many organizations outside of Bryant also had high regard for her skills and talents. From her membership on the state's Commission on the Status of Women, to her leadership within the Rhode Island advertising community, to her contributions to the field of education, Gertrude acted on her passion for the people, places, and issues she

believed in by getting and staying involved.

Communication is the exchange of information. Gertrude Meth Hochberg loved getting the word out to everyone—everywhere. And she never stopped. From her personal notes of thanks to the charm she extended to colleagues, friends, and associates, Gertrude is regarded with the greatest of respect, admiration, and affection as one of the College's legends. 🌐



Gertrude on the Providence campus in the 1960s.

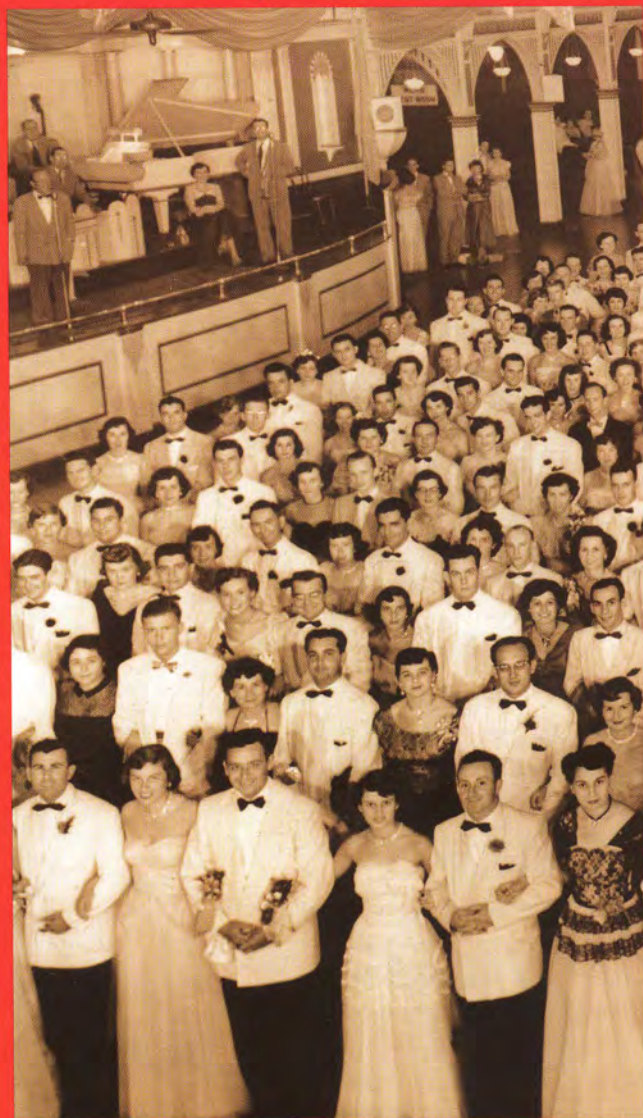


Celebrating Bryant's 100th birthday with then-President Gardner Jacobs and Governor John H. Chafee.



At age 87, Gertrude receives the Goff Award at the 1999 Women's Summit.

WHERE IN THE WORLD?



Do you recognize this spot?

Then show off your memory and let us know! If you identify it correctly, you'll qualify to win a Bryant College sweatshirt. We'll randomly select two winners from among all correct entries received by June 20—and if you share your favorite story about the site, we may feature you in an upcoming issue of the magazine. Drop us a note via e-mail (alumni@bryant.edu) or postal mail (*Bryant Business*, Bryant Through History contest, Bryant College, 1150 Douglas Pike, Smithfield, R.I. 02917-1284). We look forward to hearing from you!



THANKS FOR THE MEMORIES

Bryant's esteemed Professor of English, Patrick Keeley, belongs to that diminishing class of academics who dedicate their entire career to one institution and make it their home. From the sturdy brownstones of Providence to the idyllic countryside of Smithfield, Keeley has been an enduring presence at Bryant for more than 35 years. He has left an indelible mark upon the institution he has served so well.

Keeley's vibrant, enthusiastic teaching style has made him a campus favorite throughout his long career. During a lecture he has been known to recite Shakespeare, or, in a moment of inspiration, burst into song.

Outside the classroom, Keeley's theatrical skills were put to good use as Master of Ceremonies for all of Bryant's community events, from presenting service awards to writing and reading honorary degree recipients' citations. In fact, Keeley came to be known as "The Voice of Bryant."

Before joining Bryant's faculty in 1967, Keeley received a B.S. from Bridge-water State College and a master's from Providence College. Fresh out of graduate school, the 23-year-old Keeley taught six courses his first year. During his tenure at Bryant College, Keeley has never had a course cancelled. Perhaps his enduring popularity derives from his commitment to impart knowledge to his students and his passion for teaching.

"You have the privilege to be in students' lives at one of the most crucial times," Keeley says. "If you love knowledge, you have an opportunity to disseminate it. It is like an artist who is allowed to paint, or a singer who is allowed to sing; you only learn to teach by teaching. It is a privilege; you are never going to get rich, but that is not why you get into it."



"I have always associated fun with education."

**PROFESSOR
PATRICK KEELEY**

Keeley says when he first arrived at Bryant, he was "headstrong and opinionated and overly confident." Nevertheless, he quickly managed to gain a reputation as a dynamic and talented young teacher.

One day a student who had so far received Cs, Ds, and Fs from Keeley raised his hand in the middle of class and asked, "How close am I to an A?" Keeley turned to him and replied, "About \$200." The student went straight to the Dean.

"Nelson Gulski '26, '72H, '92H, the dean who hired me and had a reputation for being very stern, called me into his office," Keeley remembers. "Everybody told me to resign—give up." But when Keeley arrived in the Dean's office,

Gulski said, "Patrick, I want you to promise me something. If you are ever asked that again, do not say \$200, say \$600. We want to keep our prices up!" From that moment on the two were great friends.

During his years at Bryant, Keeley has witnessed many changes. He has served eight presidents and taught on two campuses. When a construction forklift literally crashed a lecture he was presenting on Shakespeare the first year at Smithfield, Keeley didn't skip a beat.

Reminiscing about the move from Smithfield, Keeley recalls the somewhat questionable way in which memo-



rabilia from the old campus was acquired. "Brown wanted our property; they had paid for it and they wanted us out of there, he recalls. Frank Del Monico got a truck, went down on the weekend, and took the gates in front of the administration building and absconded with them. They are now part of the portico here. Frank is also the former president of Butler Hospital; it was for psychologically disturbed people. I don't know if there was a relationship to that, but we will just let that go."

Keeley is pleased that the unique atmosphere of Bryant has survived all the transitions intact. "What I like about Bryant is the esprit de corps among the faculty," he says. "You don't have academic sniping—that spirit of condescension."

In 1982, when the Bryant Alumni Association inaugurated a Distinguished Faculty Award, Keeley was

voted overwhelmingly to be the first recipient. He remembers, "One of the greatest things that ever happened to me was when the Alumni Association sponsored a nationwide award to honor the best faculty member—and you are literally talking about hundreds of faculty," he says. "They sent out over 7,000 ballots, and I am glad to say that I was chosen as the first recipient. There have been many others since, but it is something I still have and that I will never forget."

"It has been a wonderful 35 years, and I have enjoyed every day," Keeley adds. "There has never been one day that I didn't enjoy coming here." 🌐

This article was based upon an interview conducted earlier this year. You can hear portions of that interview by visiting our Web site at: bryantbusiness.bryant.edu.

WOMEN GAIN INSPIRATION, WISDOM AT FIFTH WOMEN'S SUMMIT CONFERENCE



Approximately 821 women from all walks of life registered for *Women's Summit 2002: Gateway to Opportunity* on March 13. It was a day of inspiration, education, and practical advice for building a career and a life. Career women mostly, working moms many, they came to the Bryant campus looking to learn one thing: how to be more successful in all areas of their lives.

With three phenomenal keynote speakers and 16 intensive workshops on topics ranging from health, to family-friendly practices in the workplace, to starting a business, the event was as riveting as it was informative.

FROM HARDSHIP TO SUCCESS

The Summit moved this year from Janikies Auditorium to the new Wellness Center to accommodate 100 more people. "We were able to have everyone under one roof for all of the keynote speeches," said event chair Kati Machtley, who praised the quality of the speakers and the variety of the workshops.

"Most people who attended said they were motivated to put their goals into action," Machtley said. "They had these goals and dreams and, after hearing from other people about

how to proceed, they felt ready to begin. If that's what we accomplish through this summit—that's a lot."

One of the things women took away with them, Machtley said, was the idea that one need not be perfect to be successful. In fact, many of the women who spoke at the summit recounted periods of hardship before finding the path to success.

"All of the women who were invited to speak at the summit knew what success was and had worked very hard to attain it," Machtley said. "Their advice was practical and founded on a great deal of trial and error."

"Sometimes you think successful people never made mistakes—that they did everything right," Machtley said. "But instead, the message was that sometimes you have to fall down before you know where you're going."

President Ron Machtley with keynote speaker Paula E. Groves and Summit Chair Kati Machtley.



'A SHOT IN THE ARM'

The first keynote speaker was Paula E. Groves, founding partner of the venture capital firm Axxon Capital, one of the largest women- and minority-led venture capital firms. Comfortable, confident, and open, Groves, 37, connected strongly with the audience. "I think she is a fine role model for women to aspire to—a total self-starter who is willing to discuss the obstacles she encountered on the road to success," Machtley said.

Camille Numrich, an employee of Career Services at Community College of Rhode Island, called Groves "inspirational" and said the speech definitely gave her "a shot in the arm." Groves made a special impression on younger members of the audience, some of whom approached her after the talk to thank her personally. In addition to her speech, Groves participated in the "Investing in Volatile Markets" workshop conducted by Jessica Bastey, a financial representative at Fidelity Investments.



Suze Orman addresses the Summit.

AN UNEXPECTED SIDE TO A FAMILIAR FACE

Another keynote speaker was the dynamic best-selling author and financial wizard Suze Orman. At age 50, she has made positive thinking a religion and finance an art. A regular face on television, Orman is the personal finance editor for CNBC, as well as a contributing editor to *O: The Oprah*

Magazine. In a funny, engaging, and accessible speech, she recounted how she cleared all hurdles on her way to the top by remaining positive.

Audience members were enraptured by her story, which began so humbly that it appeared she would be a waitress for her entire life. There was no woman (or man) who was not moved by Orman's tale, and listeners took to heart her sound advice that you use your money to your best advantage by first valuing yourself.

"I felt we saw a new dimension to Suze Orman," Machtley said. "This was a side of her that was totally unexpected, and I think that people were surprised to learn that she wasn't always so rich and so organized—that she was maybe just like we are."

Participants were rewarded at the end of the day with a powerful talk by Peggy Simonsen, an author and leader in the field of career development. Founder of Career Direction, Inc., she is now managing vice president of the International Talent Management Practice of Right Management Consultants of Chicago. Simonsen wrapped up her talk sharing practical wisdom and displaying a passion for her industry.

With a helpful handout entitled "Career Compass: Navigating 21st-Century Careers and Lives," Simonsen covered a

YOUNG WOMEN ON THE RISE

A junior version of the Women's Summit—the first of its kind at the College—was coordinated by Bryant students Tomeka Robinson (left) '04 and Janean Allen '04 (right), pictured with U.S. Sen. Toni Harp (Conn.), Congress' 1996 Woman of the Year. The S.H.E. conference (Student Herstory Event) took place March 22, preceding the Women's Herstory dinner. The event received support from the Women's Summit, the Executive Development Center, and Career Services.



FIDELITY-BRYANT PARTNERSHIP STILL GOING STRONG

Ever since Fidelity Investments moved into the Salem Street campus on Route 7 in 1998, just a stone's throw from the College, Bryant and Fidelity have enjoyed a partnership that, like a good marriage, deepens with every shared goal that is reached.

Through its College Relations Program, Fidelity sponsors events, tours, and guest speakers for business classes and recruits from Bryant's campus for interns and full-time positions. On the academic side, Fidelity Investments' executives have worked with Bryant College deans and professors to establish a course that prepares students to pass the Series 7 exam prior to graduation.

Fidelity was the major sponsor of *Women's Summit 2002: Gateway to Opportunity*, a sold-out event featuring nationally and regionally known business leaders as keynote speakers and workshop leaders. Fidelity's donation to the Summit was the largest event sponsorship gift the College has ever received.

"We're so grateful for their very generous contribution to the Women's Summit, and through their sponsorship they enabled us to bring Suze Orman to our College," said event chair Kati Machtley. Orman is a best-selling author, personal finance editor for CNBC, and contributing editor to *O: The Oprah Magazine*.

Event sponsors who contributed include FleetBoston Financial, General Dynamics Electric Boat, IKON Office



Kati Machtley and Suze Orman

Solutions, Narragansett Electric, Sovereign Bank, and Texas Instruments. *The Providence Journal* contributed in-kind advertising. Others who assisted the College with the conference included an anonymous donor; Boston Women's Business; Bryant College Catering Service; Coca Cola; Fine Catering by Russell Morin; Kauffman Center for Entrepreneurial Leadership for Diana Project Reports; R.I. Blue Cross and Blue Shield; and Event Technology, a division of PMA Industries, Inc., for audiovisual support.

Jessica Bastey, who works at Fidelity's Providence Investor Center, presented a well-attended workshop session on "Investing in Volatile Markets." Cynthia Egan, President of Fidelity's Charitable Services, spoke during the luncheon and

introduced keynote speaker Orman.

"The Summit was the most successful yet for Bryant," said Joseph Pratt, Fidelity's director of College Relations in Smithfield. "The event was well-received by attendees and we were very pleased to take part in an initiative that delivered a great message to the community—the gateway to opportunity."

Currently there are 225 Bryant College alumni working for Fidelity nationwide. Of those, approximately 70 work at the Smithfield location. In an effort to increase employee satisfaction and to strengthen its relationship with Bryant College, Fidelity is starting an alumni chapter for employees.

great deal of ground, from changing roles and values in the workplace, to career patterns, to the six elements of strategic career navigation, to strategic career management.

STIRRING WORKSHOPS

It was not just the keynote speakers who made an impression at the Summit; many other women prominent in their fields came to the College to talk about their paths to success. Together, they conveyed that there is no one way to achievement, but mistakes along the way can be avoided by reaching out to others with more experience.

At the workshops, attendees were entranced by the entrepreneurial savvy of women such as Dawn Price, president of The Daycare Directory, and Rhoda Brown, owner

and innkeeper of Brown by the Bay. Both are women of color who fought very hard to attain their dreams and were elated to share their stories at the "Women of Color, Women of Strength: Untold Entrepreneurial Stories" workshop.

Another highly attended and motivational workshop was given by the dynamic Joan B. Dwyer, co-creator and co-owner of All That Matters, based in Wakefield, R.I. Dwyer believes that people can remain calm and centered through holistic methods stressing balance, medicinal alternatives, natural foods, and exercise.

"I thought Dwyer was very good—I would love to have a friend like her to motivate me," said Gina Rice of Bryant Human Resources, who attended the holistic workshop. 🍎

SPOTLIGHT ON BRYANT: CAMPUS NEWS

FULBRIGHT SCHOLAR CHOSE BRYANT COLLEGE

Fulbright scholars have won Nobel and Pulitzer prizes, been elected to the U.S. Senate, become foreign affairs ministers, and traveled to the moon! So when sophomore Andrie Pericleous received a Fulbright scholarship last year, she knew doors were going to open.

The 20-year-old native of Cyprus transferred her credits from Cyprus College, where she had spent one year, to Bryant last September. When she and her mother arrived on the Bryant campus, it was their first time in the United States.

"I knew I wanted to be here," Pericleous says. "People here are so friendly."

Pericleous is pursuing a degree in applied actuarial mathematics, considered the hardest major at Bryant, which is one of the very few Northeastern colleges that offer it as a major. While it is unusual for an undergraduate to be selected for a Fulbright, Pericleous passed the qualifying exams with flying colors. She is one credit short of being a junior and hopes to graduate in December 2003.

Pericleous is a native of Nicosia on the island of Cyprus, which was part of Greece before gaining independence in 1960. The Turks invaded



"[The Fulbright] basically changed my future and gave me the opportunity to make my dreams come true."

ANDRIE PERICLEOUS

Bryant sophomore and Fulbright Scholar

Cyprus in 1974 and took half of it, creating great animosity between the Turks and the Greeks, who are not allowed to cross each other's borders.

Ironically, the only Turks Pericleous has ever spoken with are those she met at Bryant College. Through those conversations, Pericleous has learned how much she has in common with the Turks culturally. At home being friends would have been impossible.

Fulbright scholarships are extremely competitive, and

only students who score above 1,080 on their SAT's are considered. Other testing is conducted to determine a student's eligibility for nomination, and, once scholarships are given, students must maintain "C" averages or better and complete their degrees on time or else the scholarship may be revoked and the money returned.

In compliance with J-Visa requirements under the Exchange Visitor Program, Fulbright scholars must return to their home country to give

service for a period of at least two years after graduation. Requests to postpone the requirement are not considered unless they relate to furthering the student's studies in the U.S.

"It was always my dream to study in the U.S.A.," Pericleous says. "[The Fulbright] gives me an advantage, especially when I am going to apply for a job either here in U.S. or back in Cyprus." After service to her home country, Pericleous may return to the states to become a leader in government, banking, or the insurance industry.

Primary funding for the Fulbright Program is provided by an annual appropriation from the U.S. Congress, and further support comes from foreign governments and private organizations. The Bureau of Educational and Cultural Affairs of the U.S. Department of State sponsors the program.

The Fulbright program was established under legislation introduced by former Senator J. William Fulbright of Arkansas, who in 1946, in the face of the Cold War, wanted to launch a modest crusade in the cause of international understanding.

"The Fulbright Scholarship changed my whole life," says Pericleous. "It basically changed my future and gave me the opportunity to make my dreams come true."

STUDENTS SURF THE NET WITH SENIOR CITIZENS

Approximately 20 senior citizens from North Bay Manor in Smithfield and Emerald Bay Manor in Cumberland learned the ins and outs of the Internet at the second annual Internet Day, held by the Bryant chapter of

Students In Free Enterprise (SIFE).

Participants received one-on-one computer training and learned how to safely make online purchases. The students donated \$100 to each group so that participants could order items that would benefit their assisted-living facilities. Students, young and old,

enjoyed refreshments after the training session.

SIFE is a national organization that challenges students on more than 700 college campuses worldwide to use the knowledge they have received to better the community. Pictured are North Bay resident Joy Millard and Jason Merry '03.



SILICON ALLEY'S PHILOSOPHER-PRINCE CHECKS OUT BRYANT

New media and new economy commentator Omar Wasow has been called a lot of names. The *New York Times* dubbed him Silicon Alley's Philosopher-Prince. *People* says he's the "Sexiest Internet Entrepreneur." *Successful Meetings Magazine* named him one of the 21 Top Speakers for the 21st century. And *Newsweek* surmised that he was one of the "50 most influential people to watch in cyberspace."

So when Wasow came to campus February 9, the Bryant Community was all ears as he discussed how the Internet is transforming our social, political, and economic future.

Just 31, Wasow is an NBC Internet analyst and founder of BlackPlanet.com. He is distinctly a product of modern times—a technological wizard with a soulful demeanor who wears his hair in dreadlocks but dresses in well-tailored, expensive business suits. He wants to make technology not only accessible, but a tool for bonding and diversity.

Though BlackPlanet.com hasn't made a dime in its three years of existence, it has earned Wasow a great deal of respect for promoting issues of diversity as well as technology. BlackPlanet.com is the leading site for African-Americans and one of the 50 most heavily trafficked sites on the Internet. With more than 2.5 million registered users, BlackPlanet.com



Omar Wasow

has cornered the market on engaging blacks in discussion with the aim of encouraging ethnic bonds through the Internet.

Wasow's own background is quite diverse. His father is a German-Jewish economist and his mother an African-American education fund-raiser. Wasow started programming at age 11 and went online at age 12. He was raised in Manhattan and Brooklyn, and he studied race and ethnicity at Stanford University.

Wasow is a regular contributor to the op-ed column in *USA Today*. In 1998, he was among a select few granted a Next Generation Leaders Fellowship by the Rockefeller

Foundation.

As co-chair of the Coalition for Independent Public Charter Schools and of several nonprofit boards, including the Third Wave Fund, World Studio, and the Center for Communication, Wasow is also an advocate for various social issues.

Wasow founded another dotcom—New Online, which designed Web sites for *Consumer Reports*, *Vibe*, and *The New Yorker*.

Today Wasow is much sought-after by major television stations, colleges, and even the *Oprah* show, which has invited him to teach its host, Oprah Winfrey, how to surf the net.

NATIONAL SECURITY WRITER JUDITH MILLER ADDRESSES BRYANT

Judith Miller, renowned author and journalist, addressed Bryant College April 15 as part of the Trustee Speaker Series. Miller's address was particularly timely: her area of special expertise is Middle Eastern affairs and weapons of mass destruction.

A senior writer for *The New York Times*, Miller has written three books, most recently *Germes: Biological Weapons and America's Secret War*. Her 1996 book *God Has Ninety-Nine Names* explored the spread of Islamic extremism in 10 Middle Eastern countries, including Israel and Iran. An earlier book, *Saddam Hussein and the Crisis in the Gulf*, topped bestseller lists during the Gulf War.

In addition to her writing, Miller lectures frequently on issues related to the Middle East, national security, and terrorism. She has appeared as a commentator on *60 Minutes*, CNN, *Night Line*, *Good Morning America*, *The Today Show*, and *The Charlie Rose Show*.

Miller joined *The New York Times'* Washington, D.C., bureau in 1977. In 1983 the paper named her the first female chief of its bureau in Cairo, Egypt. She later returned to Washington as *The Times'* deputy bureau chief, then returned to the Middle East in 1990 as a special correspondent on the Persian Gulf crisis.

Judith Miller



BRYANT WRESTLER PLACES SIXTH IN NATIONALS

Bryant's Parker Capwell '04 finished sixth in the 285-pound weight class at the National Collegiate Wrestling Association's national championships at Lafayette College in Easton, Pa., in March. The strong showing

earned Capwell All-American status.

Capwell was the Bulldog's top wrestler all season, with a 21-8 record. He qualified for the Nationals by placing fourth in the Northeast Regionals at Baptist Bible College. Bryant's Joe Rimoczy '03 and Matt Conway '04 also won trips to the tournament.

Capwell advanced to the semi-finals by pinning the University of Nevada's Carlos Ceja, who was the No. 1 seed in the Western Conference.

Only in its third year, the Bulldogs are on their way to becoming a well-respected team in the region. Bryant's wrestlers posted a 6-14-1 record for the season in the Northeast Conference.

HOW YOU PLAY THE GAME

As home of the New England Patriots' summer training camp since 1976, Bryant College had a lot of pride riding on the outcome of this year's Super Bowl. Call it stubborn will, if you like, but the Bryant community was so convinced its favorite team would win that College President Ronald K. Machtley and a group of Bryant students issued a friendly challenge to their peers at Western Illinois University, the summer training camp for the St. Louis



Rams. If the Patriots won the Super Bowl, the day after the game WIU students would wear Patriots T-shirts all day long; but if the Rams won, Bryant students would have to wear Rams T-shirts. WIU Interim President David Taylor and a group of WIU students happily accepted the challenge.

So, the Patriots' stunning victory called for some reluctant shirt swapping. WIU students, dutifully donning Pats T-shirts, turned out in force for a videoconference with Bryant the day after the game. Call it rubbing it in, but the spirit of the occasion was really good fun, with both sides gracious and sportsman-like. Give or take a few friendly barbs and side-poking, Machtley, with wife Kati by his side, and Taylor and his wife, enjoyed

the light banter. Everyone acknowledged that the Patriots had played admirably and that their triumph was a boon for New England.

Machtley is a graduate of the U.S. Naval Academy and a retired captain of the U.S. Naval Reserves. Taylor, a former Marine, represents an institution that is the only non-military institution in the country permitted by law to use the U.S. Marine Corps mascot and Fighting Leatherneck designation. In addition to the T-shirt swapping, the friendly challenge between the two college presidents and their constituents included a requirement that Taylor sport a temporary U.S. Navy tattoo all day long if his team lost. No wonder President Machtley has been seen wearing such a big grin.

BRYANT HOCKEY TEAM WINS CONFERENCE CHAMPIONSHIP

The Bryant Hockey Team demonstrated focus, tenacity, and enormous heart in a 3-1 victory over M.I.T. in the Conference Championship game. Bryant is now the New England Collegiate Hockey Association Tier II Champion! The team finished the season with a record of 18-4-0; 10-0-0 in Division play. To advance to the championship game, the team beat Franklin Pierce College 6-5 in overtime on February 23, and then controlled the entire game against M.I.T., the three-time defending conference champion. Bryant hopes to qualify for the National Championship tournament next year.

FORMER BRYANT KARATE CLUB PRESIDENT LYNN GOODCHILD '98 HONORED POSTHUMOUSLY AT KARATE CHAMPIONSHIPS

Bryant College paid tribute to Lynn Goodchild '98, an alumna who was a casualty of the Sept. 11 attacks, at the annual Northern Rhode Island Karate Championships March 23.

Goodchild, of Attleboro, Mass., was a member of Bryant's Class of 1998, president of Bryant's Karate Club as an undergraduate, and a second-degree blue belt. She was employed at Putnam Investments in Norwood, Mass.

Bryant College President Ronald K. Machtley and Karate club founder Ron Renaud '81, led the special tribute to Goodchild prior to the start of the tournament and presented Goodchild's parents with a memorial plaque. The tournament's program book features a dedication to

Goodchild, and T-shirts worn during the event bore a picture of her draped in the American flag—an image designed by Goodchild's mother.

The tournament raised money for a scholarship fund at Bryant named for Goodchild. In addition, Renaud presented the first Lynn Goodchild Spirit Award, which will be given annually to the most supportive organization at the tournament.

Goodchild was a passenger on United Airlines Flight 175 on Sept. 11, along with her boyfriend Shawn Nassaney '98.

The Northern Rhode Island Karate Championships have been held at Bryant since 1994, and the event brings hundreds of competitors representing dozens of karate schools and college clubs from New England, New York, and New Jersey to the campus. More than 1,000 awards and trophies were presented at the tournament, which is sanctioned by the Karate Ratings Association of New England.

CENTER GOES TO THE HEAD OF THE CLASS



During the month of February, the Intercultural Center organized visits to third graders at the Windsor School in Smithfield. Bryant international students from the Bahamas, Haiti, India, Poland, Spain, South Korea, Sweden, and Wales used maps, flags, and pictures to dazzle youngsters with anecdotes and facts about their countries. The school children asked all kinds of questions. Pictured above is Rebecca Smith of Haiti.

PRESIDENT'S CULTURAL SERIES GLIMMERS WITH TALENT

This year's President's Cultural Series wowed audiences with a diversity of musical styles and robust performances spanning time and cultures.

The Series began with the dynamic and stunning vocalist Rose Weaver, whose February 7 performance, "Keeping the Heritage Alive," drew rave reviews from the Bryant community and sparked conversations that lasted for weeks afterward. Weaver helped the College celebrate Black History Month with the works of Thomas "Fats" Waller, Duke Ellington, Nina Simone, Billie Holiday, and Dinah Washington. From sultry ballads to shuffles, swing, and the blues, her interpretations of these works thoroughly engaged the audience, holding the attention of young, old, and in between.

Nationally known for her jazz performances, Weaver has been a featured soloist at The Kennedy Center for the Performing Arts and with The Rhode Island Philharmonic Orchestra. In addition, she has led her own ensembles. An

actor as well as a singer, Weaver has appeared on the television show *L.A. Law*, in the movie *The Accused*, as well as in numerous theater productions at such venues as the Trinity Repertory Company in Providence.

Next up in the Cultural Series was the group Sol y Canto, which performed March 7. The group's rich and diverse Latin American sounds filled Janikies Auditorium with tender ballads and energetic dance tunes. The exhilarating music and vocals spanned Afro-Latin, Caribbean, and flamenco music styles, featuring Spanish guitar and wind and percussion instruments.

Led by the husband and wife team of Brian and Rosi Amador, the Boston-based band has performed in venues from the White House and the Kennedy Center to the Philadelphia Art Museum and Vancouver Folk Festival. Critically acclaimed for its recordings and live performances, Sol y Canto won *Boston Magazine's* "Best of Boston" award for Latin rhythms and multiple Boston Music Awards for "Outstanding Latin Act." The *Boston Globe* called the band's debut recording,



Sol y Canto

Sancocho, "one of the top ten of 1994." Find out more about Sol y Canto by visiting their Web site at www.musicamador.com.

The last artist to appear in the President's Cultural Series was pianist Agustin Anievas, who performed April 11. Anievas has amazed critics and audiences around the world with his poetic, sensitive interpretations of classical pieces.

Born in New York of Spanish and Mexican descent, Anievas began his piano studies with his mother at age four.

He performed in a full recital at Mexico City's Palace of Fine Arts on his eighth birthday, and went on to win many prizes, including the Michaels Memorial Award in Chicago and New York's Concert Artist Guild Debut Recital Prize. He was the first winner of the Dimitri Mitropoulos Award.

After a long teaching career, Anievas recently retired from New York City's Brooklyn College Conservatory and returned to the world of performing.



Agustin Anievas



Rose Weaver

RHYTHM & PRIDE DANCE TEAM GETS NEW UNIFORMS



While you can't judge a book by its cover, sometimes it's just nicer to have a cover that looks good! So when Bryant College Trustee Dr. Walter Stepan '01 H noticed recently that the Rhythm & Pride Dance Team didn't have enough flashy uniforms to go around, he decided to help out.

A couple of phone calls later and a promise to send a \$4,000 check, members of the Rhythm & Pride Dance Team knew they could look forward to stepping out in real style, thanks to Stepan.

According to Kendra Goodrum '03, the team has grown so rapidly since she became

captain in 2000 that it ran out of uniforms. In just a year, the team doubled from 20 members to 40.

"Bryant is a professional campus, and the team should reflect that," Goodrum says. "Having uniforms gives us confidence and will make us look more professional."

Stepan is retired co-chairman of the former Bacou USA, Inc., now known as Bacou-Dalloz. He has two children—Bettina and Axel, a '94 graduate of Bryant. Stepan lives in West Palm Beach, Fla., with his wife Heidi.

CATCH OF THE DAY

Professor Jim Curran is a fisherman of sorts. But he keeps throwing the fish back—the same fish—to students in his marketing classes.

Last spring, Curran began an incentive program to motivate students to participate in class discussions. "The Fish," a goofy multi-colored beanie-type sea creature, is tossed around the classroom to students who effectively engage in class discussions.

The marketing professor adopted this teaching tool after viewing a motivational video titled "FISH!" The program is based on a practice



implemented by Pike's Fish Market in Seattle, Washington, where employees began throwing real fish to break up the monotony of 14-hour days on the job.

The establishment is as famous for its entertainment value as it is for its fresh products and customer service. Company employees recognize that a positive attitude is the key to a successful business.

Curran shows the video at the start of each semester and lets students know that their attitude determines what their experience will be in his class-

room. He then uses "The Fish" to generate direct feedback to his questions and comments. In previous years, he tried candy, quarters, and even applause, but students didn't bite. "The Fish," seems to have a certain allure they can't resist.

Curran has even established "The Distinguished Order of the Fish" on his Web site, which recognizes students who have successfully caught the fish at least eight times in a semester. Inductees also receive a specially designed T-shirt.

Elena Fertitta '02 says, "Marketing 201 was really the first time I've been in a class that recognized participation as a tangible attribute. Once that

fish came my way, it felt really good to know that I had contributed and added value to the class. The fact that there was a physical element of recognition made me eager to remain involved in the discussion." Fertitta also feels that the use of "The Fish" gives all students the courage to participate, because it creates an atmosphere of fun and excitement that involves everyone.

Enter Curran's classroom on any given day, and, for the first 15 minutes, you might catch "The Fish" in flight. And, on those days when there's simply no action, Curran doesn't worry much. In his classroom, fishing season lasts all year.

CLASS NOTES

LETTERS TO THE EDITOR



I thought the 2001 fall issue of *Bryant Business* was one of the finest I've read in a long time. Congratulations! I was glad to learn that Bryant has become affiliated with Amica Insurance. You cannot go wrong! When I completed my Bryant studies back in 1958-1959, my very first job was in Amica's accounting department. At that time, the company was located in downtown Providence. Along with my (now deceased) parents, I and a couple of other family members have had insurance with Amica going back to the late 1940s. Dad personally knew Amica employees then. I have had my auto and homeowners insurance with Amica for more than 30 years.

—MARCIA DEVOE CROSBY '59



I read the articles in the winter 2002 issue of *Bryant Business* with great interest and found them all to be enjoyable and informative. The magazine is extremely attractive and well assembled. It was my pleasure to review an advance issue.

—JOHN S. RENZA '43

SEND LETTERS TO

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SETTING THE RECORD STRAIGHT:

In the winter issue of *Bryant Business*, we made several errors of omission in recognizing the generous donors who have launched *The Campaign for Bryant* on its path to success:

- William J. Conaty '67 should have been listed as a member of the *President's Leadership Council* and included with his class list.
- William L. Douglas, Jr. '90 should have been recognized for his five consecutive years of giving to the College.
- William C. Phillips, a member of the College's faculty and staff, should have appeared on the donor list in the "friend" category.

We value our contributors deeply and regret these and any other errors that may have inadvertently occurred. Please accept our heartfelt apology.

1952

The Class of 1952 will be inducted into the Loyal Guard at Homecoming and Reunion 2002 on Saturday, September 28. Plan to join us to celebrate your 50th Reunion.

1957 and 1962

Join classmates for your 45th and 40th reunions on Saturday, September 28, 2002. Explore Bryant's new campus and reunite with old friends during fun-filled activities at Homecoming and Reunion 2002.

1965

RICHARD M. TAVONE of Cranston, R.I., formed a new company, Richard M. Tavone Certified Teaching Golf Professional, LLC, in Cranston. The business will provide comprehensive golf instruction year-round, along with all related golf services.

1967

Join your classmates for your 35th reunion on Saturday, September 28, 2002. Explore Bryant's new campus and reunite with old friends during fun-filled activities at Homecoming and Reunion 2002.

SALVATORE MOIO of



Cranston, R.I., president and owner of Henry W. Cooke Company in Warwick, R.I.,

was named president-elect of the Rhode Island Association of Realtors @ Board of Directors for 2002.

1969

REV. PHYLLIS J. WOLFORD of Lehighton, Penn., is called to service at St. Matthew's Evangelical Lutheran Church in North Weissport, Penn.

1972

Join your classmates for your 30th reunion on Saturday, September 28, 2002. Explore Bryant's new campus and reunite with old friends during fun-filled activities at Homecoming and Reunion 2002.

1973

RICHARD A. LENSE of Redondo Beach, Calif., successfully argued a case against Kmart Corporation before the California Supreme Court (*Ortega v. Kmart*). The unanimous decision of California's high court will materially affect the law of premises liability for all future litigants in the state.

1975

ROBERT A. DI CAPRIO of



Cumberland, R.I., owner of Images by Bob Di Caprio in Woonsocket, R.I., conducted the

company's annual toy drive this past holiday season. Bob and his photography studio have participated in this program for more than 17 years and contributed over \$16,500 in toys. The toys collected this year were given to the toy drive sponsored by Mount St. Charles Academy in Woonsocket.

1976

ROYD A. BJORNOY of Garrison, N.Y., was named director of risk management for Trump International Hotel and Tower in New York, N.Y.



MICHAEL T. CLARKIN of Barrington, R.I., was named senior vice president/commercial banking with Citizens Bank

in Providence, R.I. Mike is also senior finance manager for Citizens' corporate banking groups in Rhode Island and Connecticut. He serves as treasurer of the Minority Investment Development Company in Providence, treasurer of St. Luke's Parish CYO in Barrington, and a member of the board of the Diocese of Providence Loan Committee. Mike and his wife Kathleen have two daughters, Kerri and Shannon.

1977

Join your classmates for your 25th reunion on Saturday, September 28, 2002. Explore Bryant's new campus and reunite with old friends during fun-filled activities at Homecoming and Reunion 2002.

JEAN (CHIDO) CAMPBELL '82MBA of Greenville, R.I., was named Rhode Island's Secondary Principal of the Year. Jean is the principal of the Cranston Area Career and Technical Center in Cranston, R.I.

THOMAS E. NICHOLS of Woonsocket, R.I., was appointed director of economic development for the City of Woonsocket. He was also executive director of the city's Main Street 2000 Development Corporation.

1978

ERNEST A. ALMONTE '85MST of North Scituate, R.I., was appointed to the board of trustees at St. Joseph Health Services of Rhode Island, which is the corporate parent of Our Lady of Fatima Hospital in North Providence, St. Joseph Hospital for Specialty Care, and the St. Joseph Living Center in Providence. Ernie is the vice chairman of the Board of Trustees of Bryant College.

TSUGUYO UEMURA MBA of Osaka, Japan, was named manager of market intelligence for female health and dermatology at Nihon Schering in Osaka.

1979

PAUL A. SIKORSKI of Meriden, Conn., was elected to the board of directors of the Connecticut Air and Space Center in Stratford, Conn.

1980

ROBERT B. HALLBERG '87MBA of Chepachet, R.I., was promoted to residential sales manager for VAMCO, a subsidiary of New England Gas Company in Cumberland, R.I.

JEFFREY P. SAVASTANO of Amherst, N.H., was named national accounts manager at Stora Enso North America in Wisconsin Rapids, Wis.

1981

LORI ANN CESAN of Huntington, Mass., is manager and an antiques dealer at Coffman's Country and Antique Market in Great Barrington, Mass.

1982

Join your classmates for your 20th reunion on Saturday, September 28, 2002. Explore Bryant's new campus and reunite with old friends during fun-filled activities at Homecoming and Reunion 2002.

1983

GARY A. AARONS '86MBA of Mansfield, Mass., and **JAMES A. SINMAN** '91MST of North Kingstown, R.I., who were roommates at Bryant, attended Super Bowl XXXVI in New Orleans, La., to cheer the New England Patriots to their first Super Bowl victory on February 3, 2002.

1985

CHRISTOPHER M. BEHLING of Chesapeake, Va., was promoted to president and chief executive officer of ACS Systems and Engineering, a leading innovator of industrial and technical systems, in Virginia Beach, Va.

1986

JOHN R. BACON of Lincoln, R.I., was named northeast regional sales manager for the Sub-Zero Freezer Company in Madison, Wis.

ANTHONY A. GARGANESE '88MBA of Winter Springs, Fla., is a shareholder/partner with Brown, Ward, Salzman & Weiss, P.A., in Orlando, Fla. Anthony was admitted to the Florida and Colorado Bar and is certified in Florida as a specialist in city, county, and local government law.

EVAN M. KOPPEL of Solon, Ohio, was promoted to director of the Midwest region at Continental Airlines in Cleveland, Ohio.

J. SCOTT PEMPEK of Putnam, Conn., is senior district sales manager for American Honda Company in Putnam. He graduated with a master of business administration degree from Nichols College in Dudley, Mass. Scott and his wife Cheryl have two daughters, Kristen and Rebecca.

1987

Join your classmates for your 15th reunion on Saturday, September 28, 2002. Explore Bryant's new campus and reunite with old friends during fun-filled activities at Homecoming and Reunion 2002.

MICHAEL E. RICHARDSON of Woonsocket, R.I., retired with the rank of commander after 24 years of service as a member of the City of Woonsocket Police Department.

1988

CHARLES L. CARANCI, JR. of Saundertown, R.I., was promoted to vice president/chief financial officer at ADP Marshall, Inc., a subsidiary of Fluor Corporation, and also controller of Fluor's Manufacturing & Life Sciences business unit in Rumford, R.I.

DANIEL J. DUBEAU of



Warwick, R.I., was promoted to vice president/regional manager at Citizens Bank's In-Store Division in Providence, R.I.

JAMES L. GIANGRECO of Newington, Conn., is owner of American Inground Sprinkler Systems in Newington. It was founded mainly to provide quality inground sprinkler system products and services for residential clients. The company is also committed to serving the community, and each year donates a portion of its profits to charities throughout the world.

1989

M. JILL (WIENKOOP) DAVIS of Montrose, N.Y., graduated with a master of library science degree at Long Island University and is a reference librarian at the Hendrick Hudson Free Library in Montrose.

TRACY (WARRENDER) MARLATT of Philadelphia, Penn., is associate director of the Arts and Business Council of Greater Philadelphia, an affiliate of the Greater Philadelphia Chamber of Commerce. Tracy oversees four business volunteer programs, as well as agency marketing initiatives.

LAWRENCE R. MCNEILLY of Jamaica Plain, Mass., is director of operations with Keyport Life Insurance Co., in Boston, Mass.

GARY A. MILLER of Chester, N.Y., was promoted to director of financial analysis and planning at AOC, a staffing company specializing in temporary and direct-hire placement of accounting and financial personnel, in Saddle Brook, N.J.

MARK R. RUPPERT of Portland, Conn., was named branch manager for The Brickman Group, Ltd., a national landscape management company in Milford, Conn.

1990

COLLEEN O. ANDERSON of East Greenwich, R.I., was promoted to vice president/director of loan accounting at Citizens Bank in Providence, R.I.

DANIEL CODY of Lodi, N.J., was named executive producer at Fort Productions, Inc., in New York, N.Y.

1992

Join your classmates for your 10th reunion on Saturday, September 28, 2002. Explore Bryant's new campus and reunite with old friends during fun-filled activities at Homecoming and Reunion 2002.

ANNETTE (HERNANDEZ) LICATA of Syosset, N.Y., is vice president of accounting at MediVia, a medical education company in New York, N.Y.

JOSEPH J. LICATA JR. of Syosset, N.Y., founded Rossillo & Licata, LLP, a law firm with offices in Garden City and New York, N.Y. Joe is also performing pro-bono legal services for victims of the World Trade Center attacks.

STEVEN D. POIRIER of Lincoln, R.I., was promoted to officer at State Street Bank in North Quincy, Mass. He has also received certifications as a Cisco Certified Network Professional (CCNP), Cisco Certified Design Associate (CCDA), Microsoft Certified Professional (MCP), and Microsoft Certified Systems Engineer (MCSE).

1993

JAMES E. CHALMERS of Brandon, Fla., was named chief financial officer for Sea Crest Health Care Management in Tampa, Fla. Sea Crest manages nursing homes and assisted-living facilities in Florida.

COURTNEY D. HRICIK of Cambridge, England, was named financial analyst at Millennium Pharmaceuticals, Ltd., in Great Abington, England.

CYNTHIA (GALE) MIRANDA of Hartsdale, N.Y., is project coordinator for the U.S. Open tennis tournament with the United States Tennis Association in White Plains, N.Y.

RAMON V. RODRIGUEZ-BENITEZ of Winter Park, Fla., was named an underwriter and risk analyst at Accredited Surety & Casualty Company, Inc., in Winter Park. Ramon has a daughter, Indira, and a son, Victor.

STACEY (SPIDLE) SPECHT of Newburgh, N.Y., was promoted to vice president of accounting at Chilton Investment Company, Inc., a hedge fund located in Stamford, Conn.

1994

TIMOTHY P. DONNELLY MBA of Weston, Conn., sold his first business, Digital Solutions, LLC, to a public company, MDU Communications, Inc. Based in Westport, Conn., Digital Solutions was a private cable company serving apartment complexes and other multiple dwelling units. Timothy began a new venture, Digital Media Partners, LLC. One of its properties is Lincoln Place, a senior living community in Lincoln, R.I.

ROBERT J. HARTY II of Danbury, Conn., was named senior accountant with Coca-Cola in Hawthorne, N.Y.

OLOF NORDELL of Stockholm, Sweden, is a copywriter with Stenstrom & Co., an advertising agency, in Stockholm.

1995

BRIAN M. BAIN of Medway, Mass., is the head PGA golf professional at Louisiquisset Golf Club in North Providence, R.I.

DARLENE (SCIRPO) RILEY of Cheshire, Conn., is assistant marketing manager with PEZ Candy, Inc., in Orange, Conn., where she is involved in all aspects of marketing for the PEZ brand, including candy and dispensers.

DESPINA C. TARTSINIS of Suffield, Conn., is a partner at the law firm of Fallon, Shea, Tartsinis & Kissel, LLC, in Enfield, Conn.

1996

DARREN A. DEGENNARO of Schenectady, N.Y., was named a financial analyst with State Street Capital Markets, LLC, in New York, N.Y.

RICHARD M. EANNARINO of North Providence, R.I., is vice president of Enervations, Inc., in Smithfield, R.I.

1997

Join your classmates for your 5th reunion on Saturday, September 28, 2002. Explore Bryant's new campus and reunite with old friends during fun-filled activities at Homecoming and Reunion 2002.

MICHAEL DISANDRO III MBA of Rumford, R.I., was named director at Fleet Securities, Inc., in Boston, Mass.

ERIC R. HANDA of Hong Kong joined the U.S.-based conglomerate Tyco to lead its telecom investment in the Asia-Pacific Region. Eric will oversee the \$400 million investment project as country manager. He graduated with a master of business administration degree from the Kellstadt School of Business China Center in Hong Kong.

CHRISTEL MAIGNANT MBA of Luxembourg was named portfolio manager at Kredietrust in Luxembourg.

DONALD E. WIDGER of Manchester, Conn., is an actuarial consulting assistant at CIGNA Retirement & Investment Services in Hartford, Conn. Don achieved the designation of Associate in the Society of Actuaries (ASA).

1998

FREDERICK S. BATES of Jamestown, R.I., relocated to Buenos Aires, Argentina, as the regional manager for MFS Investment Management's sales effort in Latin America. He works with private banks and broker dealers throughout Latin America.

REBECCA A. HARDT of Cocoa, Fla., was named financial advisor with Merrill Lynch in Melbourne, Fla., and is also a Certified Financial Manager (CFM).

LAWRENCE S. HERSHOFF

CAGS of Greenville, R.I., was named senior vice president with Citizens Leasing

Corporation at Citizens Bank in Providence, R.I. Larry played a key role in the creation of Citizens Real Estate Syndication Business. He is a member of the board of directors of TechACCESS of Rhode Island, the Risk Management Association, and the finance committee of the Jewish Federation of Rhode Island. Larry is president of the Clark University Alumni Association and is on the President's Council at San Miguel School.

MELISSA (HLENTZAS) NOVACK of Quincy, Mass., was named accounting manager at Fidelity Investments in Boston, Mass.

BRENDA L. PETRONE of Johnston, R.I., is an audit associate at Lefkowitz, Garfinkel, Champi & DeRienzo in Providence, R.I. Brenda graduated with a master of business administration degree from the University of Rhode Island in Kingston, R.I.

1999

AQUILINO A. ARIAS originally from Miami, Fla., is in the training program for future key executives at Colgate-Palmolive in Panama.

MEGAN (GORMAN) HATT of Salem, Conn., was promoted to senior associate at PricewaterhouseCoopers in Hartford, Conn.

DAVID J. ZAJCHOWSKI of Orlando, Fla., was named HR Generalist at Rollins College in Winter Park, Fla.

2000

WILLIAM D. CADY JR. of Boston, Mass., was named regulatory administration associate with PFPC Global Fund Services in Boston.

KEVIN A. MINASSIAN of Southampton, N.Y., president/owner of Micro Concept Consulting in Southampton, currently owns two Internet companies. One is a directory of the east end of Long Island that generates revenues from advertising, one-page Web sites, and Web building. The other company deals with display technology for everything from consumer use to universities, hotels, and boardrooms of corporations. Kevin is also the founder of IDSecure, Inc., which will be launched over the next few months.

2001

ANDREA M. (PICCARELLI) ALPERT of Wakefield, Mass., was named human resources representative with Tyco Flow Control in Exeter, N.H. Andrea successfully passed the Professional Human Resource (PHR) exam in December 2001.

REBECCA L. MOLLOY of Newton, Mass., was named a transfer agent for accounting and control at Fidelity Investments in Boston, Mass.

LISA K. WAYNELOVICH of Manchester, Conn., was the recipient of the 2001 Candidate's Award from the Educa-



tional Trust Fund of the Connecticut Society of Certified Public Accountants. This award is a \$2,500 scholarship established to assist college graduates in meeting the educational requirements to sit for the Uniform CPA Examination.

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IN MEMORIAM

ROSE (MELONE) MC COOL '19

December 2001

GEORGE J. MCCABE '33

November 16, 2001

JEROME S. FORMAN '34

May 1, 2001

J. ROBERT FREDERICKSON '34

January 5, 2002

PHYLLIS (MARONEY) MC CABE '35

December 13, 2001

OLIVE (THOMAS) BOCKSTAEL '36

January 8, 2001

GEORGE LIPTON '38

November 28, 2001

DOROTHY (JOYNT) CLARKIN '39

November 17, 2001

IRVING H. LEVINE '40

December 1, 2001

TIMOTHY A. HARRINGTON '41

August 18, 2001

ANNE (RESNICK) STEINGOLD '41

November 27, 2001

NORMAN A. GARRIGUS '42

January 11, 2002

JOHN L. CHAMPLIN '47

December 2, 2001

ALBERT J. BELADE '48

November 15, 1999

RAYMOND A. RAICHE '48

November 20, 2001

JOSEPH L. ARSENAULT '49

November 22, 2001

ROY B. DAVIS '49

December 27, 2001

JOHN A. GALAMBOS '49

December 29, 2001

EDWARD T. O'CONNELL '49

February 21, 2002

CHARLES E. KELLY '50

September 8, 2000

ANGELINA (PORRECA)

NASCENZI '50

August 27, 2001

HENRY J. VOLCKENS '50

August 26, 2001

BERNICE (SCHEINERMAN)

MAC KENZIE '51

August 26, 2001

ROBERT W. SHERMAN '51

January 10, 2002

ROGER R. DRAINVILLE '56,'58

December 20, 2001

JOHN S. RUSS '57

October 17, 2001

FRANCIS CHAPMAN '60

December 29, 2001

DIANE (STRONG) JOSEPH '64.

December 25, 2001

ALBERT J. GAMBARDELLA '65

November 5, 2001

RONALD K. MEDEIROS '66

December 31, 2001

RENE M. DEBLOIS '67

November 22, 2001

JUDITH (MENDELSON)

SANDERS '69

November 11, 2001

STEPHEN M. MATTOS SR. '73

December 19, 2001

ALAN A. VOLPE '78, '87MST

November 16, 2001

DENIS J. LEAHY '82MBA

November 16, 2001

JAMES D. FONTES '84MBA

September 4, 2001

DAVID F. STORTI '84

January 5, 2002

F. DOUGLAS HAMMOND

F. Douglas Hammond of Winslow, Ariz., and formerly of Providence, died in February in Flagstaff, Ariz.

A professor at Bryant for 38 years, Hammond was the College's first faculty member with an earned doctorate. He was listed in Who's Who in Education.

An Army veteran of World War II, Hammond was a member of St. Paul's Episcopal Church and Masonic Lodge 13. A train buff, he traveled by train in all 50 states, 10 Canadian provinces, and the Yukon Territory.

He was the husband of Helene Hammond, his wife of 70 years.

GERTRUDE METH HOCHBERG

Gertrude Meth Hochberg, 90, the first female to be named vice president of an academic institution in Rhode Island and a leader in the state's women's movement, died March 20 in Florida.

One of five children, Hochberg grew up in Wilkes-Barre, Penn., extremely independent. At the age of 15, she enrolled at the University of Pennsylvania in 1930 and graduated with a degree in journalism. She began her career as a reporter on her hometown newspaper, the *Wilkes-Barre Times-Leader*.

Appointed director of public affairs at Bryant in 1949, Hochberg gained national recognition for the College, which led to its growth, expansion, and ultimate relocation to the Smithfield campus. In 1973, the publicity she garnered for the dedication of the new Bryant campus won her the American College Public Relations Association's Award for Excellence in News Information. She was a district director and national trustee of the association.

At Bryant, Hochberg organized the first symposium on "The Status of the American Woman" as a major event of the Bryant College Centennial Celebration in 1963. She was invited by then-Gov. John H. Chafee to become a member of the Rhode Island Commission on the Status of Women, and was eventually named its first chairwoman.

In 1964 Hochberg was named "Advertising Woman of the Year." In 1971 she received the Eleanor Collier Award for Outstanding Contributions to Education. Hochberg was also elected national editor of the U.S. Women's Commission and was the first woman to be inducted into the Rhode Island Heritage Hall of Fame in 1977. She retired as vice president of public affairs from the College July 31, 1977, but continued her civic and religious volunteerism after moving to Florida in 1979.

At Reunion 1992 Hochberg received a Bryant Masters in Business Administration *ad eundem*. And in 1999, at age 87, she became the first recipient of the Rhode Island Historical Society's Goff Women's Achievement Award.

Hochberg's enduring devotion to Bryant was no less than amazing, according to her daughter, Erica Stern, given that she had not worked here for almost three decades. "There was such respect and loyalty on my mother's side and on the side of the institution," Stern says. "My mother had a tremendous love for Bryant. She really believed in the education Bryant gave students, and that it gave young women the opportunity to go out into the business world."

Friends and colleagues recall Hochberg's commitment to her work and to her family, noting that she worked hard so that neither one was shorted; she succeeded in doing both extraordinarily well.

The Bryant College Alumni Association established the Gertrude Hochberg Scholarship in her honor. Stern says her mother was thrilled every time a student would write to her, and she saved every one of their thank you notes.

Hochberg had all of the attributes of a true pioneer, and much more. To Bryant, she was a treasure, a leader, an individual, and a team player. She will be missed and remembered lovingly by a College she inspired and helped guide so well.

In addition to her daughter, Erica H. Stern of Newton Highlands, Mass., Hochberg leaves a son, Dr. Mark S. Hochberg of Short Hills, N.J., and four grandchildren. She was also the wife of the late Robert Hochberg, a retired businessman.

For those who would like to make a donation to the Gertrude Meth Hochberg Scholarship Fund, please call Carol Coronado at (401) 232-6139 or e-mail her at ccoronad@bryant.edu.

KACHADOOR N. KAZARIAN

Longtime Bryant supporter and Armenia activist Kachadoor N. Kazarian '53 passed away in October.

An accounting major at Bryant, he was also a member of the Key Society, Phi Sigma Nu, the International Relations Club, and Varsity Track. Known to all as "Kach," Kazarian later served as national chair of the Bryant Fund and was one of the College's major donors.

In 1991 Kazarian presented Bryant with a collection of books and materials on Armenia to establish the Kazarian Collection.

A resident of Cranston and Florida, Kazarian was a volunteer who worked tire-

lessly for various causes and always remembered his alma mater. An ordained deacon, he held many important posts in Armenian organizations in the U.S. and was actively involved with Armenia Earthquake Relief.

Kazarian always attributed his fortune to the College, since Bryant's placement office got him a job at Walter V. Clarke Associates in 1961, which he eventually purchased in 1978 and sold in 1983. He later became president of Global Business Resources in Cranston.

Kazarian leaves his wife, Araxie, sons Ara (Bryant Class of '88) and Greg, and a god-child, Diane Kazarian Sturino (Bryant Class of '83).

RICHARD "MAGS" MAGNAN

The College was deeply saddened at the passing in February of Richard P. "Mags" Magnan of Smithfield.

A graduate of Johnson and Wales University, "Mags" worked at Bryant for 19 years in shipping and receiving. He was a member of the Italian Workingmen's Club and a member of the chain crew for the Woonsocket High School Football team. The press box at Barry Field was dedicated in his honor last year.

"Mags" was the husband of Barbara (Proietti) Magnan D'Agnillo and the father of Stephanie Jones of North Smithfield. He will be missed by all.

ALICE HINES MCLAUGHLIN

Retired Bryant College professor Alice Hines McLaughlin, 83, of East Greenwich, died Feb. 16.

A 35-year resident of Warwick, she wintered in Boca Raton, Fla., for the past 16 years.

McLaughlin was a graduate of Classical High School, Providence (Class of 1937) and received a bachelor's degree from Bryant, and a master's degree from Boston University. She taught secretarial studies at Bryant for 38 years, as did her sister, Dorothy F. O'Connell. The two retired from Bryant on the same day—July 31, 1983.

Alice was the wife of the late James J. McLaughlin, and leaves her sister, Dorothy, with whom she also lived.



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